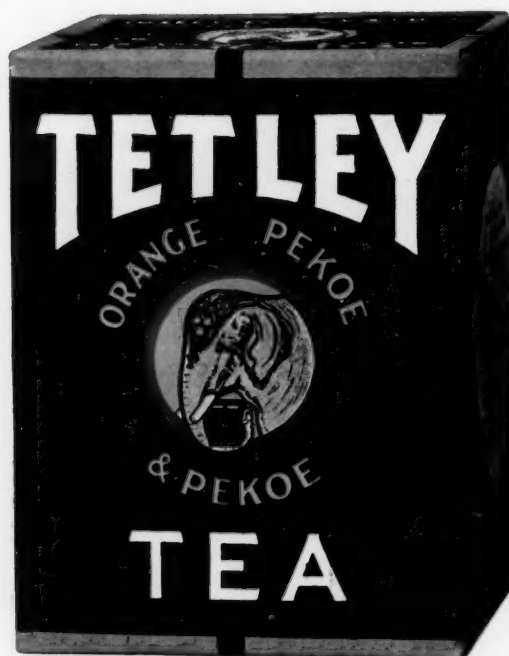


MODERN PACKAGING

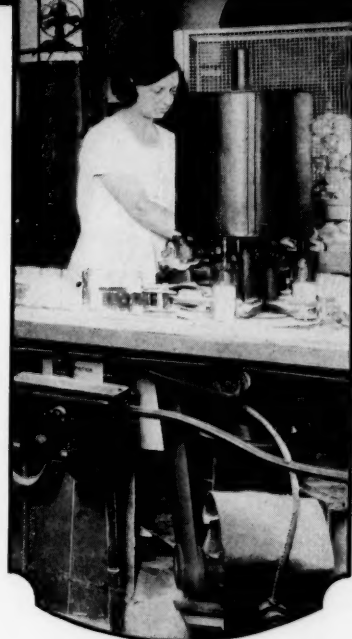
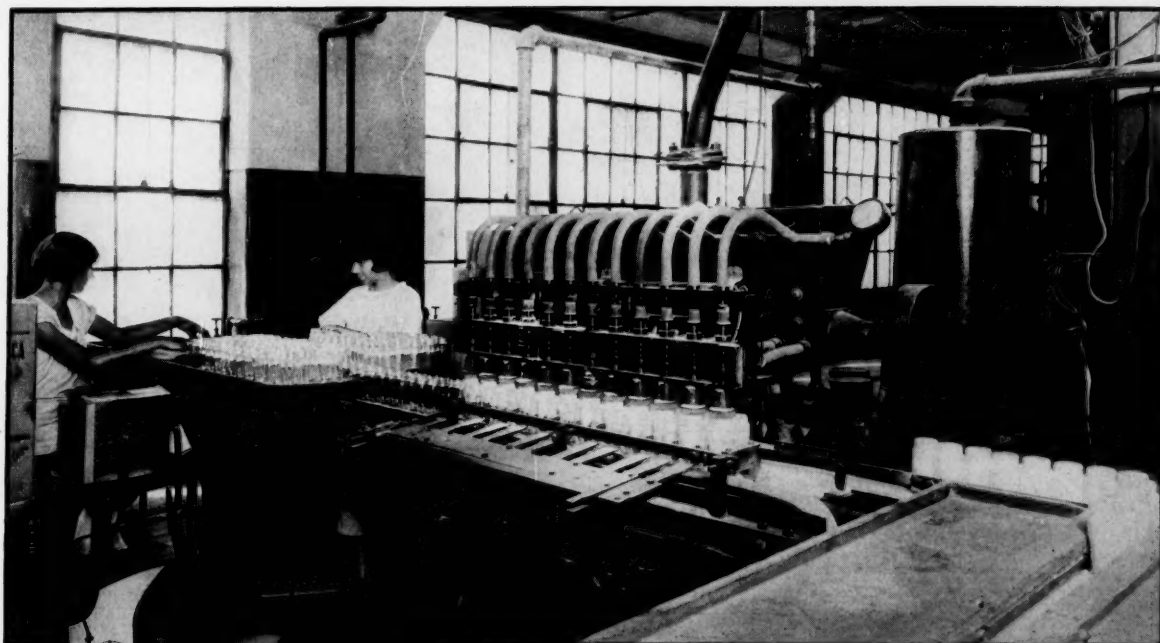


Cleanliness and convenience.
The foundation of our industry.
The manufacture of cartons has grown



from millions to billions in the last decade. A pioneer and a leader in this craft, with quality supreme, is

FORT ORANGE PAPER COMPANY
Castleton-on-Hudson
New York



1—Sal-Hepatica bottles are filled twelve at a time by a Cundall, Powell & Mosher vacuum filling machine.

2—CaPeM machines place caps on bottles at rate of 65 per minute.

Packaging Sal-Hepatica

Extravagant claims for Cundall, Powell & Mosher equipment are unnecessary. Be it a capping or filling machine, once installed, the apparatus proves itself by results, by maintaining rigid production schedules, and by saving in costs.

Our installation at the Bristol-Myers Co., manufacturers of Sal-Hepatica and Ipana tooth paste is one of numerous good examples. In the Sal-Hepatica department our filling and capping machines function with unfailing dependability and economy.

For filling glass jars with Sal-Hepatica we have perfected a vacuum filling machine that is not only dustless, but very accurate. Moreover, it has eliminated breakage of bottles.

The bottles are capped by a battery of semi-automatic CaPeM machines. Each machine handles 65 caps per minute and steady production, elimination of waste, spoilage and low cost are assured.

There is a CaPeM machine, either full or semi-automatic especially adapted for your particular needs. Being specialists in packaging equipment we can serve your special requirements.

CUNDALL, POWELL & MOSHER, INC.

CaPeM
REGISTERED TRADE MARK

1400 West Avenue
Buffalo, N.Y.

CaPeM
REGISTERED TRADE MARK

MODERN PACKAGING

For the Service of those Industries where
Packaging is a Factor

VOLUME 1

FEBRUARY, 1928

No. 6

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Table of Contents

THROUGH A TEA PACKAGING PLANT 21 <i>By D. E. A. Charlton</i>	SOME GERMAN BOXES AND WRAPS 33
PACKAGES THAT INCREASE SALES 24 <i>By Richard B. Franken</i>	EDITORIAL 35
BOXES FOR PERSONAL USE..... 27	MANUFACTURING MANAGEMENT AS APPLIED TO PACKAGING—II 36 <i>By Frank C. Chase</i>
PACKAGING NOODLES AND SUCH.. 28	NOW RUGS ARE PACKAGED 38
TIN FOIL IN MODERN PACKAGING. 30 <i>By Howard Baker</i>	MACHINERY AND EQUIPMENT ... 39
FREDERICK L. WERTZ, DISPLAY CONSULTANT 32	TRADE CATALOGS 44
	INDEX TO ADVERTISERS 52

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Dividends say- *Investigate National Packaging Machinery*

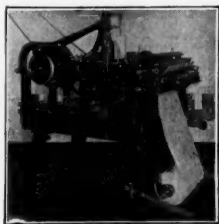
When you must meet competitive prices, and production costs of packaging can be lowered no further by your present methods, investigate National Packaging machinery.

You can maintain your standard of quality and pay dividends out of the savings National Packaging machinery and methods offer.

As proof of this statement we have had an independent engineering firm make a number of investigations of National Packaging machinery installed in a group of varied industries. Real savings were effected, sales were increased, and the machines showed remarkable returns on the investments.

You should be conversant with these facts. May we send details?

Lining Machine



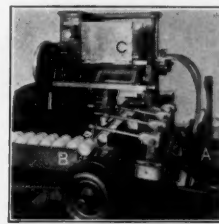
For Cartons and Cans

Weighing Machine



For Bags, Cans and Cartons

Cartoning Machine



For Bottles and Tubes

NATIONAL PACKAGING MACHINERY CO.

Manufacturers

181 GREEN STREET, JAMAICA PLAIN, BOSTON, MASS.



A Burt Labeling Machine at the Brooklyn, N. Y. plant of Devoe & Reynolds cuts the cost of labeling cans from \$4.56 per 1000 to \$1.23, in addition to eliminating congestion and overtime work. All this with a neater and tighter label.

All Concerned Report a Saving

Wherever the label is applied with a Burt Labeling Machine, the manufacturer has inevitably reported a scaling down of costs.

Accompanied with cost cutting has been the elimination of manual labor, plant congestion, overtime work and the application of a label that stayed put and neat.

Burt Labeling Machines are adapted to every form of round

container. Various sizes of cans can be handled on one machine, due to unique adjustment features.

In addition to a complete line of Labeling Machines, Burt manufactures casing machines and mechanical inspectors.

You'll find the Burt story well worth reading. Facts, figures and proof. Write for it.

Midwest Office,
564 W. Randolph St.,
Chicago

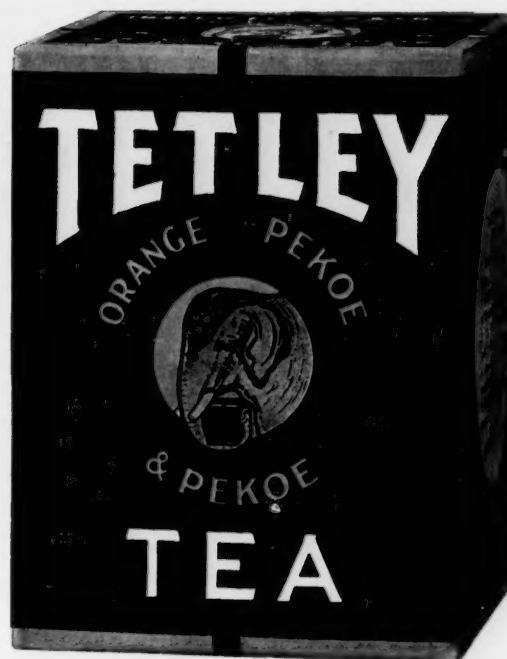
BURT
MACHINE
COMPANY
BALTIMORE MD.

Sales Agencies:
New York City,
Ogden, Utah, San
Francisco, Hayward,
and Los Angeles, Calif.,
Seattle, Wash.

LABELERS, INSPECTORS AND CASERS FOR ROUND CONTAINERS

Package Insurance

Condition of contents insured by the use of a RIEGEL'S WAXED GLASSINE WRAP.



The buying public instinctively feels that the contents of a GLASSINE wrapped package is in first class condition.

A series of tests conducted in our Research Laboratory proves that this faith of the Housewife is justified.

At your request we will send you a copy of this laboratory report. It contains valuable information for any concern marketing a package the contents of which must be protected from atmospheric changes.

MOISTUREPROOF

GREASEPROOF

TRANSPARENT

RIEDEL'S
WAXED
GLASSINE
 

Made by

The WARREN MANUFACTURING CO.

342 Madison Avenue, New York City

Chicago Office: 1912 Conway Bldg.



Shipped in Consolidated Shipping Cases Packaged in Consolidated Cartons

Diamond Crystal Salt Company—as well as many other firms using millions of cartons and fibre shipping cases, find that Consolidated Products meet their most exacting requirements.

The following letter from the Diamond Crystal Salt Company evidences their satisfaction with Consolidated Service:

"The two cars containing Cartons and Shipping Cases were placed on our siding this morning.

"Real service.

"As I write this letter the Cartons are going through our filling and sealing machines and the Shipping Cases are going through the Container sealers all O. K.

"We want you to know that your exceptional performance in this emergency is appreciated."



CONSOLIDATED PAPER COMPANY

MONROE, MICHIGAN

Packaging today is more than a mere mechanical process. It is something between a science and an art.

Canco experts determine what a package should do, then they go about designing that package. It may have to be a certain size or shape, to better hold, or better merchandise a product. It may have to be of an elaborate or a plain design—for greater selling power.

Whatever the requirements are, you can feel assured that Canco experience will turn out the best possible container for your needs.

And your connecting link with this vast packaging knowledge is a Canco salesman.

American Can Company

CONTAINERS OF TIN PLATE · BLACK IRON · GALVANIZED IRON · FIBRE
METAL SIGNS AND DISPLAY FIXTURES

New York
Chicago
San Francisco



Sales Offices
in all
principal cities

When you think of wrappings you naturally think of

LIEBSWRAPS, that filmy, phantom glassine paper wrapper, beautifully printed in colors and gold and embossed from designs suitable for all occasions.

LIEBSWRAPS are used on packages where the suggestion of cleanliness and quality are paramount.

Our Latest Creation

The Bandvelope

Copyright and Patent Applied For

A one-piece band and envelope containing a suitable greeting card or advertising literature. Can be fastened around packages intended as a gift or on merchandise. A large variety of designs are ready for immediate delivery. Request samples.

Lieb/wraps

*Samples
for all holidays
and year 'round
packages sent
on request*

All of our products have attained a very high standard of excellence in style and workmanship.

Dress up your line for

**EASTER MOTHER'S DAY
FATHER'S DAY**

with Wrappers, Box Tops or Bandvelopes that possess a buying appeal.

Our art department is always ready to create individual designs. Do not hesitate to call on us for this service.

L. A. LIEBS COMPANY

INCORPORATED

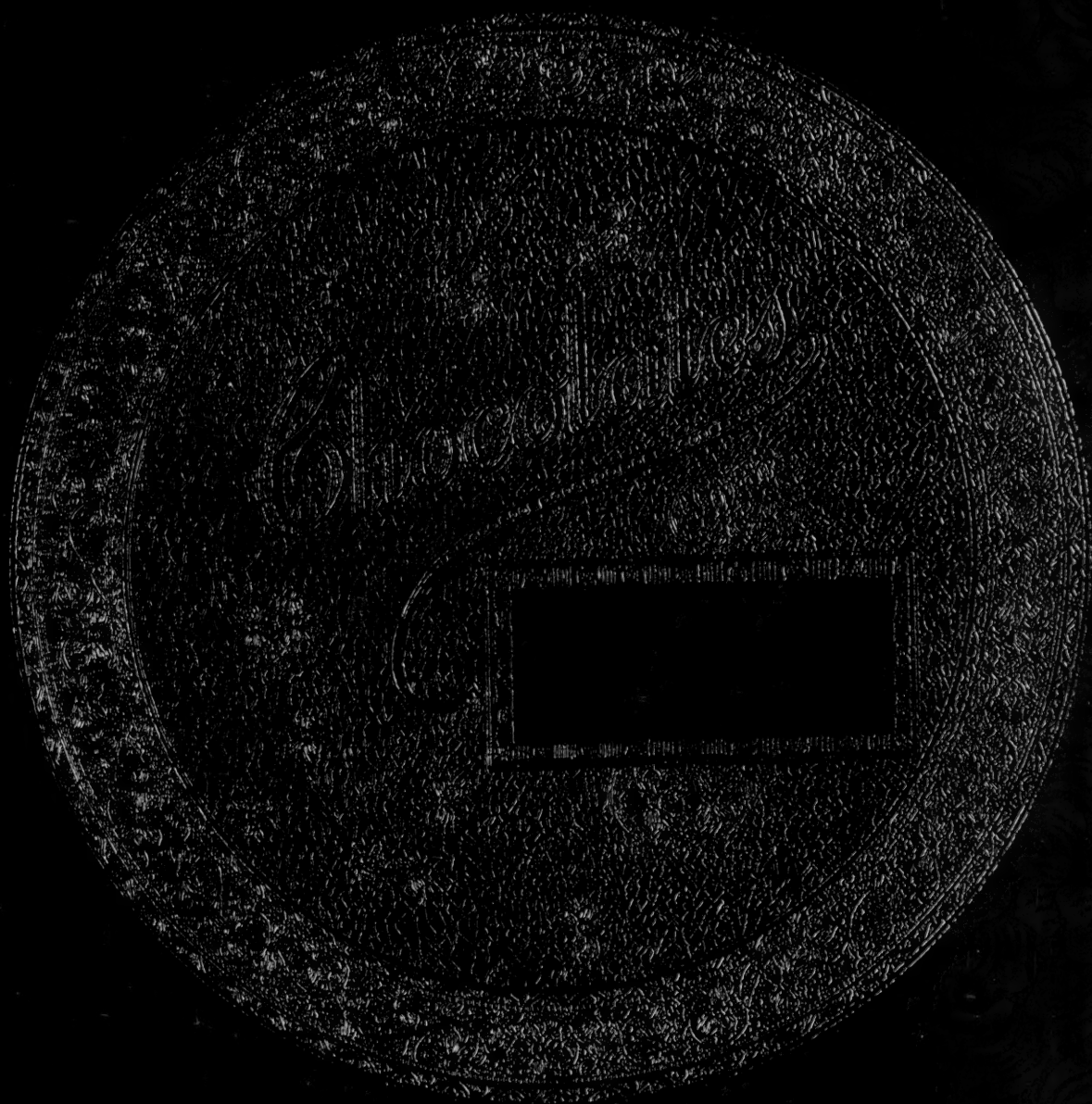
LIEBSWRAPS

BOX TOPS

BANDVELOPES

in Bronze, Color and Embossed, also Gold Stamping

312-316 E. 23rd St., New York



~another VIRKOTYPE effect!

ARE YOU, as a buyer or
producer of box tops,
interested in knowing
how simple, easy and
economical it is
to obtain?

~
WRITE
~

WOOD, NATHAN & VIRKUS CO.
547 West 23rd Street
NEW YORK

VIRKOTYPING
~ is Raised Printing at its Best

[DEJONGE Box Covering Papers are Recommended for VIRKOTYPING
LOUIS DEJONGE & CO., Inc.
NEW YORK CHICAGO PHILADELPHIA]

G
t

Better Appearance and Protection

(enabling strictest compliance with parcel post regulations)

In Mailing Samples, etc.



KIMPAK improves the appearance of this package of a nationally advertised antiseptic liniment. Used on large and small bottles.



The makers of a new fountain pen ink, recently introduced on a country-wide scale, employ KIMPAK as absorbent packing for all parcel post shipments. In their own words: "It was absolutely necessary that we have an efficient and easily arranged material. Your KIMPAK certainly was exactly what was needed."



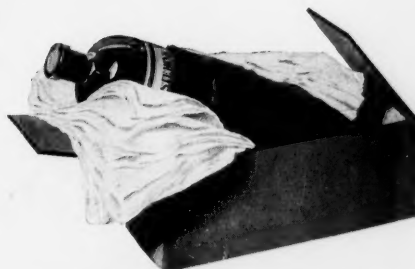
This is the way a famous dentifrice known to nearly everyone in the country is put through the mails. Just another large user of KIMPAK.

CONSIDER KIMPAK crepe wadding, a quality packing material — white, soft, clean, highly absorbent, of absolutely dependable consistency in thickness and grade throughout. Used by foremost national advertisers for parcel post shipments of liquids, because economical, attractive, exceeds postal requirements as absorbent wadding, opens up without muss, easy to apply.

Packages are protected from breaking by its soft resiliency. Its super-absorbency ends leakage bother. It is the packing you have been seeking. It absorbs sixteen times its weight in liquid and does it almost instantly. Far greater bulk than strip cotton or wadding, but costs less. Easily cut to any size desired.

KIMPAK is ideal for packing tablets, capsules, ampoules and various pharmaceuticals, cosmetics, all sorts of bottled goods, scientific instruments, all fragile and highly polished articles, large and small.

Mail coupon today for sample — try with your own problems.



Millions have been spent to make this product a household word. All professional samples are packed in KIMPAK for mailing, which protects the package from breakage and gives it a most attractive appearance.



One of the world's best known skin lotions is sampled widely in a small mailing carton using KIMPAK, because, as its maker says, "It is the finest absorbent we can find and adds to the appearance of our package."



This shows how probably the foremost essential oil makers in America pack their products for parcel post. They say, "It's the best absorbent packing material we ever used. During the years we have used it we have had no breakages."

A Quality Product Used and Endorsed on Foremost Quality Products

Kimpak

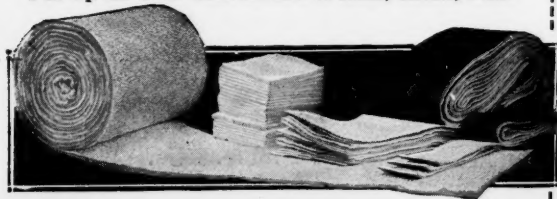
REG. U.S. PAT. OFF.

REG. IN CANADA

Crepe Wadding

Trial sample awaits your request. The experience of one of our service men may assist in improving your present putup. Fill in coupon TODAY—no obligation to you.

Put Up for Your Convenience in Rolls, Sheets, Pads



USE COUPON FOR YOUR FREE SAMPLE

KIMBERLY-CLARK CO., Neenah, Wis.

M. P.-2

Address home office or sales offices at:

208 S. La Salle St., Chicago, Ill.

51 Chambers St., N. York City

We accept your offer to send roll of KIMPAK CREPE WADDING to test out under actual conditions. Also send prices.

Name

Attention

Address

We are interested in:

() Rolls, wide. () Sheets, size, () Pads, size,

Packaging Equipment for every need!

Some of the
Materials Handled
by S & S Equipment

Alum
Baking Powder
Borax
Breakfast Foods
Cake Flour
Cereals
Chemicals
Cocoa
Coffee
Corn Starch
Cracker Meal
Cream of Tartar
Dried Fruit
Epsom Salts
Insect Powder
Jelly Powder
Macaroni
Meal
Pancake Flour
Paris Green
Paste
Pectin
Pepper
Pie Filling
Powders
Prunes
Raisins
Rice
Rosin
Salt
Seeds
Self-Rising Flour
Soap Chips
Soap Flakes
Soda
Spaghetti
Spices
Starch
Sugar
Sulphur
Talcum Powder
Tea
Tobacco
Washing Powder

Is your product in the above list or can we help with your packaging problem? If you will send us samples of your product or packages we will be glad to give complete information without any obligations on your part.

IN every industry, investigations continually lead to discoveries which bring unprecedented profits. The company that does not appreciate

The cost of S & S equipment may be adjusted to your need for production. Moderate production calls for but small investment.



this is inevitably marked by competition.

In the packaging field, the wide investigation of Stokes and Smith packaging machinery speaks well for the progressiveness of the industry.

The experience of S & S in the packaging field has enabled us to lower package costs, to give added selling force and display value to packages, all of which means larger net profits.

Equipment for a larger output costs more, but the increased cost is by no means in proportion.

S & S equipment handles a wide variety of products. There are machines for measuring by volume or by weight, for handling free running products and those which are more difficult. For the best and tightest package there are package wrapping machines.



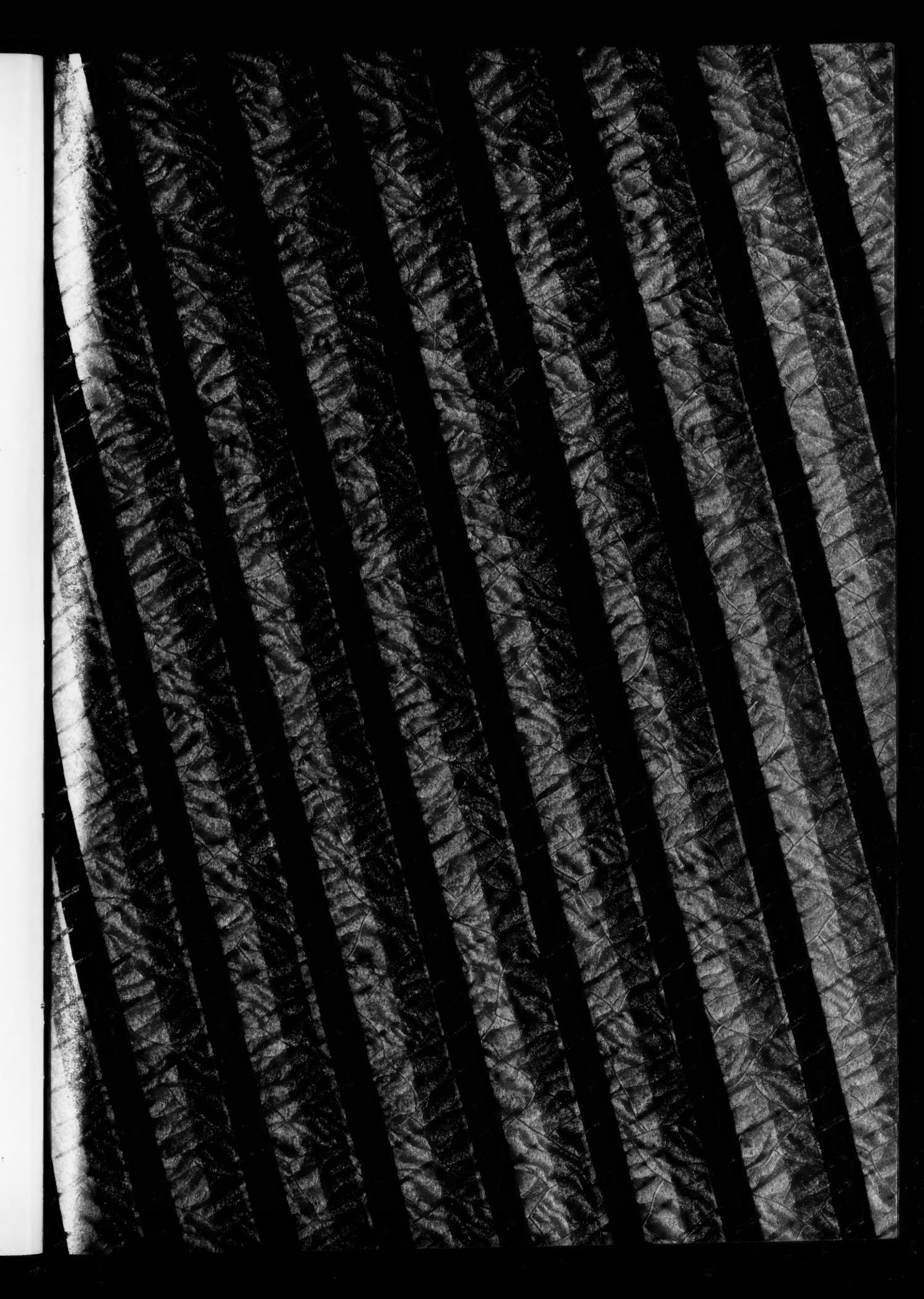
All sizes and kinds of packages can be handled by S & S Machines

STOKES & SMITH COMPANY

PACKAGING MACHINERY

FRANKFORD, PHILADELPHIA, U. S. A.

LONDON OFFICE — 23 GOSWELL RD.



RUBAIYAT DECORATIVE PAPERS

Latest Creations

Brilliantly alive color combinations
with appealing and attractive
designs are combined in our
new lines.

— USES —

Envelope Linings, French Fold Covers, Wrappings,
Box Covers and all other Novelty Coverings

Stocked in sheets 20x29½ inches

Rolls can be furnished from the mill

Send for Samples and Prices

BEEKMAN PAPER and CARD CO.
INCORPORATED

137 Varick Street

New York, N. Y.



"What'll I do? What'll I do? Sales are off. Costs are up. Competitors are in. I don't want to go down. What'll I do?"



"Just the thing. Something absolutely new. Looks like lithographed metal, but costs a lot less. Way ahead of old-style cans. I'm going to use it."

Investigate this wholly new kind of container!

Saniseals are an entirely new type of container, which every packager should investigate at once, in anticipation of his next order for cans.

Saniseals have proved that inexpensive containers can be as attractive and practical as the most beautifully lithographed metal.


Saniseals are printed in flat sheets and then wound to form a container that is water-tight, air-tight, strong, sanitary, inexpensive, beautiful, novel, practical. Saniseal substance is clean and sanitary, and the inside surfaces are never touched by human hands; so Saniseals are ideal for all products that are eaten.

Slip-on tops, friction-plug metal tops, screw-on metal tops, Amerseal tops, sifter tops, etc., are all available on Saniseals. Also plain or metal bottoms.

We can create startlingly beautiful new designs for you or use your own. Write us explaining your desires as fully as possible and we will undertake to meet them.

SMITH-LEWIS FIBRE CAN CORPORATION

702 Bostwick St., Lowville, N. Y.

SANI  **SEAL**
Sanitary fibre containers for liquid, moist or dry products

A Really Marvelous Machine
10 TEN DIFFERENT PRODUCTS 10
 Measured Accurately and Filled Sixty (60) Cartons per Minute



Dependable, sturdy, built for service; simple in operation. In fact, A GENERAL PURPOSE MACHINE, standard with America's leading confectioners. Let us tell you more about it. Write us about your problems. Lowering packing costs is our specialty.

CARTONING MACHINERY CORP.
NEWPORT, R. I.

this is

AQUALEEN
TRADE MARK REG. ©1927 NEWARK P.P. CO.

The See-Thru Wrapper

**That Offers Complete Protection
and a Finer Looking Package**

AQUALEEN is a highly transparent, super-moisture, grease-proof, self-sealing wrapper.

Its Transparency displays your product or carton design to full advantage.

Its Super-moisture fully protects against dampness, dirt, dust and germs.

Its Greaseproof quality makes it an ideal carton liner, preventing grease penetrating the carton.

Its Self-Sealing ability, seals in the products goodness and keeps it fresh, crisp and clean looking. It helps to preserve the product, bringing it to the consumer as originally packed.

AQUALEEN can be had in sheets or rolls, plain or printed.

TRADE
NEWARK **P.&P.** COMPANY
MARK

One of the largest exclusive Waxed Paper manufacturers in the States, backed by a quarter of a century's experience. There is a grade for every purpose.

We manufacture transparent bags.

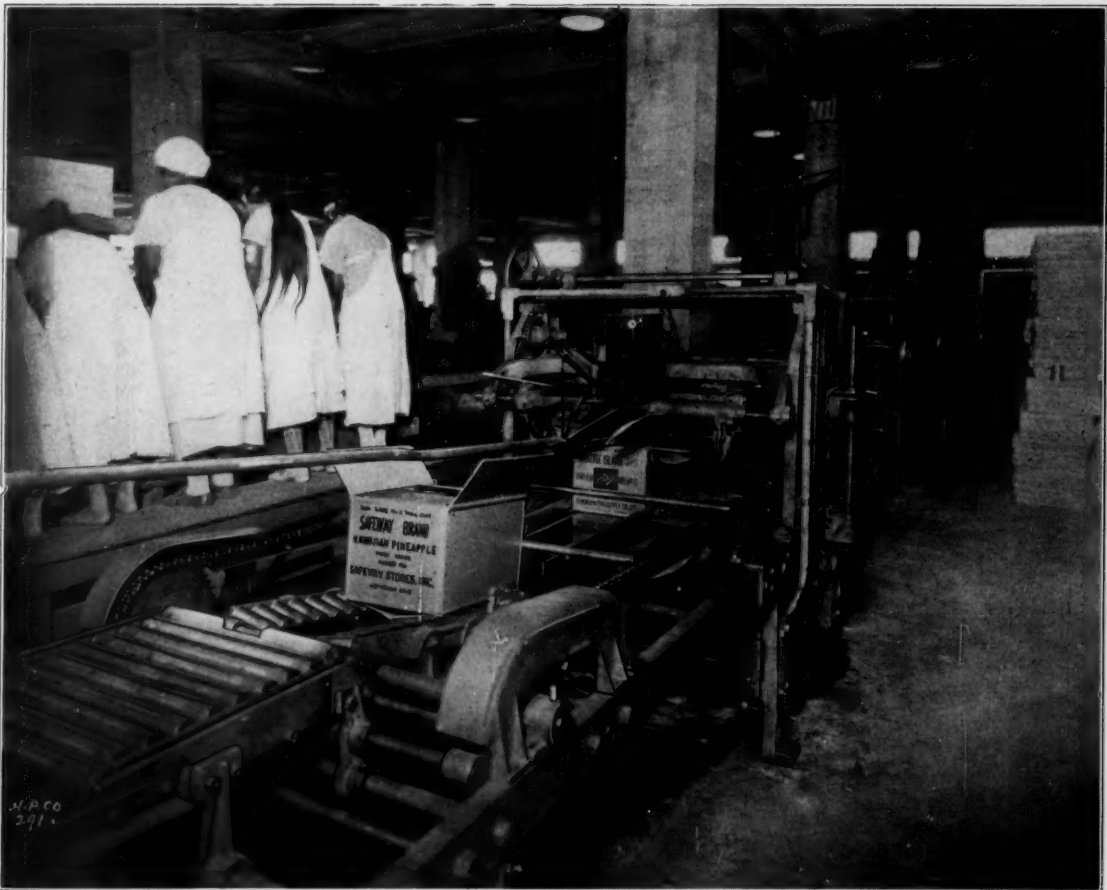
Tell us of your requirements. We will gladly co-operate in helping to solve your package problems.

Newark Paraffine & Parchment Paper Co.

Main Office and Mill: 52 Jelliff Avenue, Newark, N. J.

N. Y. Office: 120 W. 42nd St.

Mill: Pittston, Pa.



Nine Million Fibre Cases

of canned Pineapple are packed annually
in the Hawaiian Islands

This entire pack is sealed on Standard Automatic Top and Bottom Sealing Machines. The illustration shows an installation in the plant of the Hawaiian Pineapple Company which is turning out 1200 *perfectly sealed* solid fibre cases per hour without the aid of any labor whatsoever.

*Write our Engineering Department
if you have a sealing problem.*

MAILER SEARLES, INC.
135 Fremont St.
San Francisco, Cal.

JOHN S. WILLARD & SON
306 E. 4th St.
Los Angeles, Cal.

Standard

SEALING EQUIPMENT CORPORATION

CHICAGO, ILL.
208 West Washington St.

LONDON, ENGLAND
C. S. Dumont, Windsor House
Victoria Street, S. W. I.

Rawson Street and Queen's Blvd., LONG ISLAND, CITY, N. Y.

COMPARISON IS THE ONLY TRUE UNIT OF VALUE

You have offered to you, every day —by personal contact and by “advertising”— papers with various claims for consideration. All of them have

certain merits—it is naturally assumed that the manufacturers are trustworthy. ¶But in the final analysis—*comparison* is the only true unit of value not casual, superficial comparison, but comparison



that takes into account the *final*, ACTUAL cost of paper. The purchase price of paper is not necessarily the final cost. A simple illustration: *com-*

pare the cost sheets of a job on which a “cheap” (?) paper was used with a similar job on which paper of an unassailable quality has manifested its value and ultimate economy. And *there* will be your story.

PAPERS BY DEJONGE WILL STAND THE TEST OF FAIR COMPARISON.

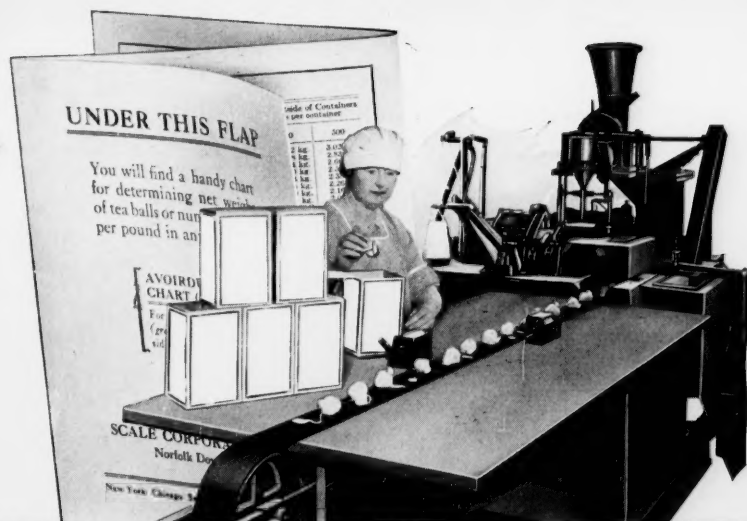
THEY ARE MADE TO ASSURE *VALUE* AT THE START

AND *PROFIT* AT THE FINISH OF A JOB

LOUIS DEJONGE & CO.

69-73 DUANE ST. NEW YORK CITY

SAMPLES AND PRICES OF FANCY PAPERS BY DEJONGE ON REQUEST



**SOME
PROMINENT
USERS OF
PNEUMATIC
TEA BALL
MACHINES:**

Tetley Tea Company
Austin Nichols & Co.
M. J. Brandenstein & Co.
Stewart & Ashby Coffee Co.
Wm. S. Scull Company
Gertrude H. Ford Tea Co.
Joseph Martinson
Chase & Sanborn
Salada Tea Co.
Eppens Smith Co.

Here's a handy Tea Ball Weight Chart you can use — free!

Uniformity—in size, weight and quality are vital factors in Tea Ball Packaging

THE quality of the Tea Ball you use is of the utmost importance. In the consumer's eyes it represents *your tea*, for if she uses tea balls she doesn't see the tea at all. She expects flavor and aroma unimpaired. She demands rapid and thorough infusion. And she expects the tea ball to stay together before, during, and after using.

In preparing for this new packing need we designed a tea ball using Checopee Maid Gauze and pure thread — and *that's all!* No sizing — no close weaves

— no foreign substances to interfere with instant absorption and perfect tea flavor.

The ball is made from a piece of gauze, drawn up and securely tied at the top. The tag is tied on by machine. The speed is 30 or more a minute — each ball uniform in size, weight and quality.



Let us give you the facts: send you "The Story of the Tea Ball" and specific information concerning this modern machine.

NEW YORK CITY
26 Cortlandt Street

SAN FRANCISCO
320 Market Street



CHICAGO
360 N. Michigan Avenue

LONDON, ENGLAND
MELBOURNE, N.S.W.

PNEUMATIC SCALE CORPORATION, Ltd.
NORFOLK DOWNS, Mass., U. S. A.

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IT'S UP TO THE ENGINEER!

BRIDGES, buildings, conveyances on land and water, sanitation – all must be carefully studied and developed to perform the required service with maximum safety at minimum cost, and it's up to the engineer!

Exactly the same conditions apply to your corrugated containers. INTERSTATE Engineering Service studies your product and by reason of its varied experience will develop the most economical container that will carry your product safely and securely to its destination. This money-saving service

is available without cost or obligation to aid you in your shipping problems. The Purchasing Agent will appreciate the significance of a 66% increase in our production facilities – an increase made necessary to adequately meet the ever-growing demand for INTERSTATE Quality Cartons – scientifically designed and properly manufactured, as well as high standard of INTERSTATE Service. Astute buyers have found that Interstate Quality and Service cost no more – why be satisfied with less?

KRAFTEX
Ultra-test

:: SUPER-STANDARD ::

INVINCIBLE
Super-strength

INTERSTATE CORRUGATED BOX COMPANY, Inc.

Branch
BALTIMORE, MD.

FACTORY AND GENERAL OFFICES
FRONT AND MAIN STREETS
BROOKLYN, NEW YORK

Branch
PHILADELPHIA, PA.

INTERSTATE CORRUGATED – A BUY-WORD FOR SAFETY IN SHIPPING





The MASTER TOUCH

By "HEYWOOD"

Whether it be Candy, Stationery, Handkerchiefs, Men's Wear, Lingerie, Soap or Toilet Preparations, HEYWOOD is prepared to produce wraps for your boxes that will make your package create the "I WANT IT" desire.

For 25 years HEYWOOD has been contributing to the success of various products—bringing out their salient points by designing BOX WRAPS, BOX BANDS, GLASSINE WRAPS, colorful, eye-arresting—sales stimulating.

Lithography at its best in COLOR DESIGN and WORKMANSHIP, for your window cutouts—counter displays, display cartons, advertising inserts, that are representative of your organization—the quality and high character of your products.

Our Art Department is Yours to Command



HEYWOOD'S 1928 CATALOG WILL SURPRISE YOU!

Ask for It

R. R. HEYWOOD COMPANY · INC.
LITHOGRAPHY · OFFSET · EMBOSsing

Heywood Building: 263 Ninth Avenue

New York City, New York

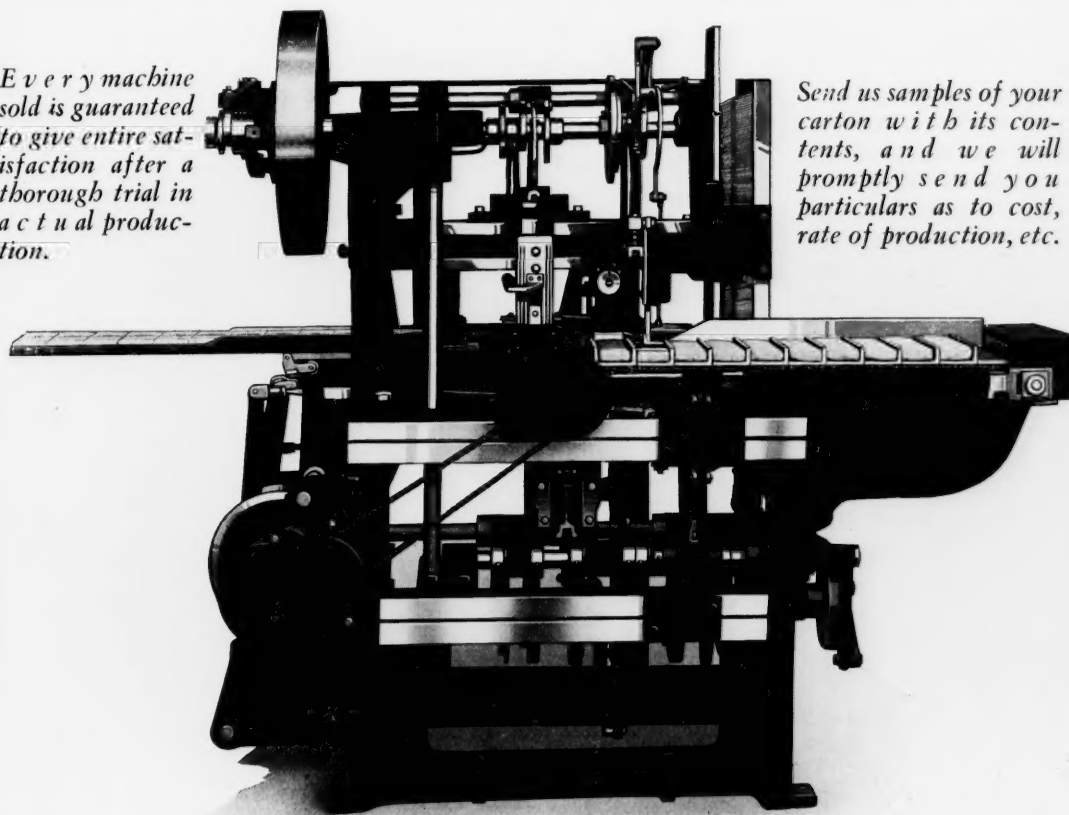


THE JONES CARTONER

Opens cartons, folds printed matter, inserts it with cake, soap, jars, cans, bottles, tubes, candy and similar articles, and tucks or seals the ends.

It is entirely automatic. One operator can feed the cartons and their contents into their respective magazines at speeds ranging from 80 to 100 per minute or more, or, as fast as the nature of the work allows the machine to run.

Every machine sold is guaranteed to give entire satisfaction after a thorough trial in actual production.



Send us samples of your carton with its contents, and we will promptly send you particulars as to cost, rate of production, etc.

NOTE: February the first we loaded with a machine developed for Palmolive Shaving Cream tubes, one hundred and twenty-four (124) cartons per minute. It folded and placed a circular over the cap of each tube. The work was perfect. In this machine a number of new ideas have been worked out. The next issue of Modern Packaging will carry a picture of the new machine and a detailed description of it.

R. A. JONES & COMPANY, Inc.

P. O. Box 485

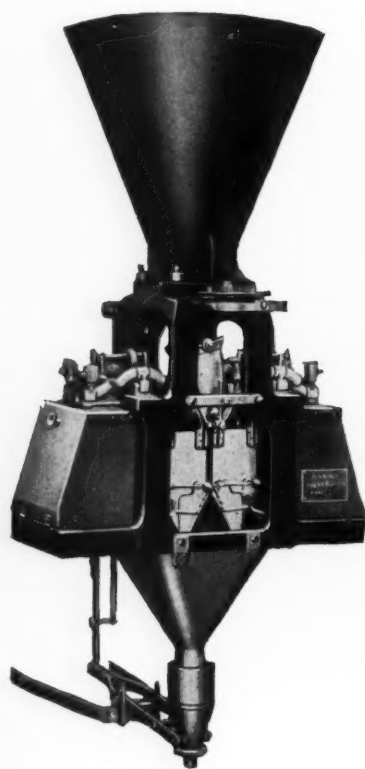
CINCINNATI, OHIO



From Acid Phosphate to Whole Spice—

If you have bulk material to be weighed and delivered back to a bulk state, or bulk material to be weighed and delivered into sacks, packages, cartons, cans, bottles or other containers, we have the necessary machinery to fill your needs, or the experience and equipment to make it. That experience has been particularly extensive in the line of materials which flow "reluctantly", or in other words, which are not susceptible of a purely gravity feed.

Our machines have successfully handled such materials as:



No. 200 Net Weigher

Acid Phosphate	Clinker	Insect Powder	Rice
Ammonium Nitrate	Coal	Limestone	Rolled Oats
Ammonium Sulphate	Cocanut	Linseed Meal	Sago
Alumina Sulphate	Coffee	Malt	Salt
Baking Powder	Cornmeal	Malted Sugar	Shale
Barley	Cornstarch	Milk Sugar	Shot
Beans	Cottonseed	Magnesium Sulphate	Soap Powder
Beet Sugar	Cottonseed Meal	Nails	Soap Flakes
Bone Meal	Cottonseed Cake	Nuts	Soda
Borax	Copper Oxide	Napthalene	Soda Ash
Bran	Copra	Oyster Shells	Starch
Buckwheat	Chloride of Zinc	Peanuts	Sugar
Bromo Seltzer	Cyanamid	Peas	Stucco
Cement Materials	Feeds	Pepper	Sodium Phosphate
Cereals	Fertilizers	Phosphate Rock	Tacks
Chemicals	Graphite	Popcorn	Tankage
Chickory	Gypsum	Poultry Food	Tapioca
Clay	Grain	Potassium Sulphate	Washing Powder
Cleansers	Hominy	Powdered Sugar	Whole Spice

If your product is not in this list write us fully about it and the method you now use in handling it. Our engineers will be glad to offer their assistance.

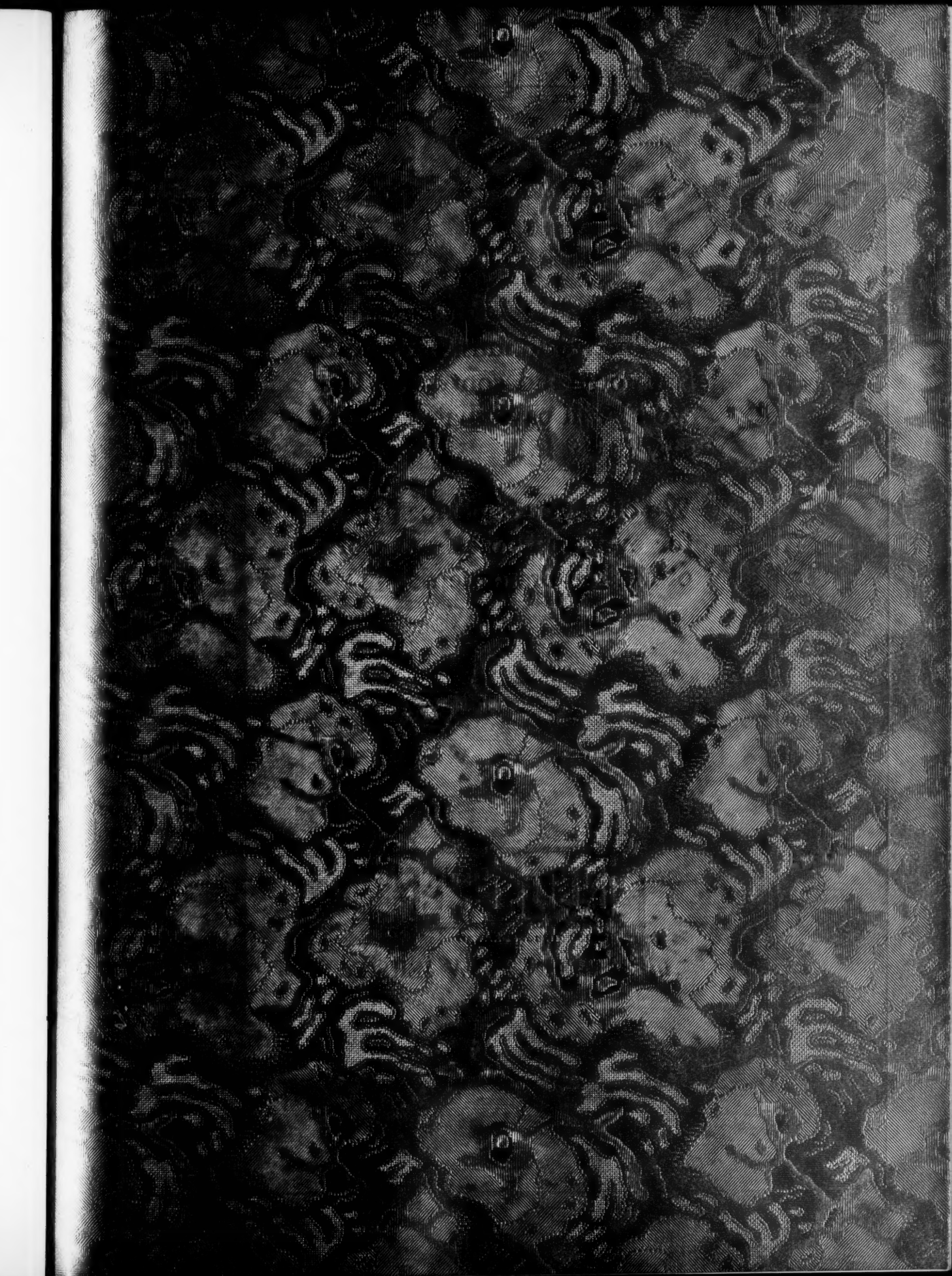
The machine illustrated has a duplex action, the material being weighed first on one side, then the other. Capacity, ½ oz. to 20 oz. Speed up to 45 per minute. Accuracy 90% balanced weights, the remainder varying not over 1-16 oz. plus or minus. Entirely automatic in operation. Send for bulletin.

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Division of

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AUTOMATIC MACHINERY



THE world wants Beauty.
The world must have both
harmony and contrast. The
world will pay what is neces-
sary to get it.

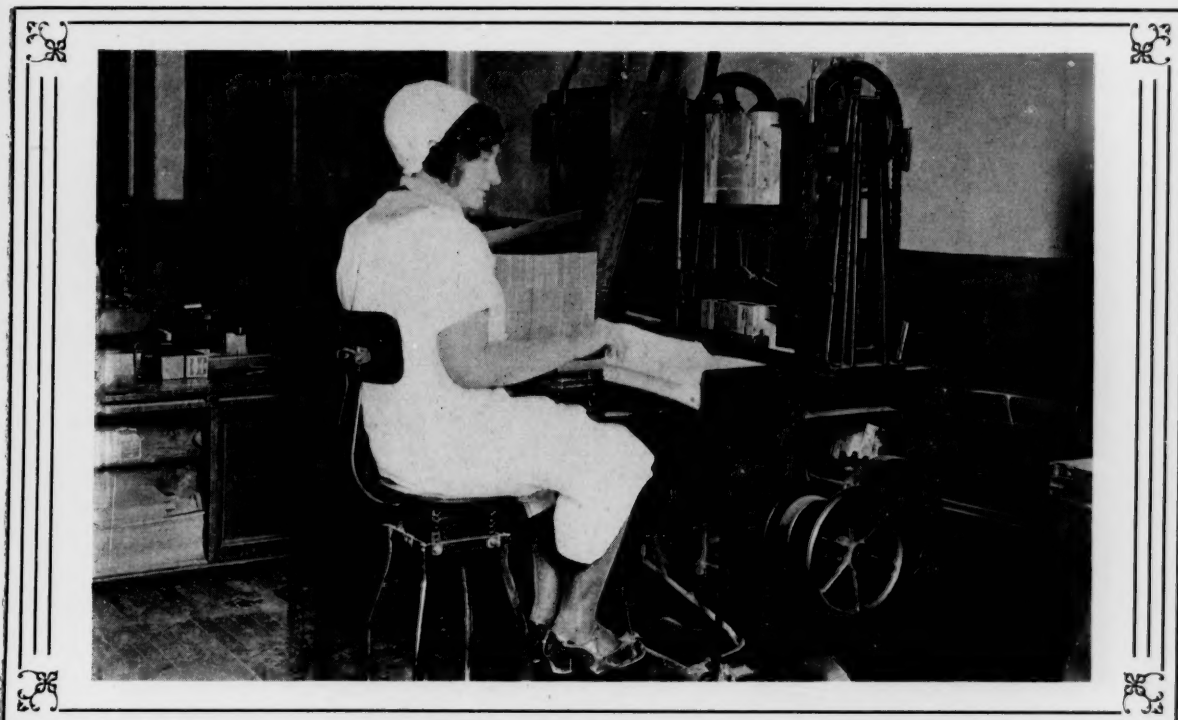
We offer you Superior papers
for every purpose—the work
of Master Craftsmen.



PINCO PAPERS

INCORPORATED

in CAMDEN, NEW JERSEY



A Peters Carton Forming and Lining Machine at the plant of A. Goodman & Sons, New York City, manufacturers of noodles, spaghetti and kindred products.

For the coming Competition!

Experts say that competition will become keener and keener during the next few years.

They further advise that machinery purchased be of the very latest design, of greatest possible speed and ability to produce work at minimum cost.

To those who package products this suggests an investigation of Peters Packaging Machinery — machinery tried and proven in such plants as Armour & Co., Kraft Cheese Co., Pabst Corp., Loose-Wiles Biscuit Co., A. Goodman & Sons

and many others of equal note and importance.

Peters machinery for the forming and lining of cartons, for folding and closing and subsequent wrapping, has many exclusive labor, time and money saving features. In addition, its use will enable you to produce a better looking, a more sanitary package.

May our representative lay some interesting facts before you to enable you to meet the coming competition.

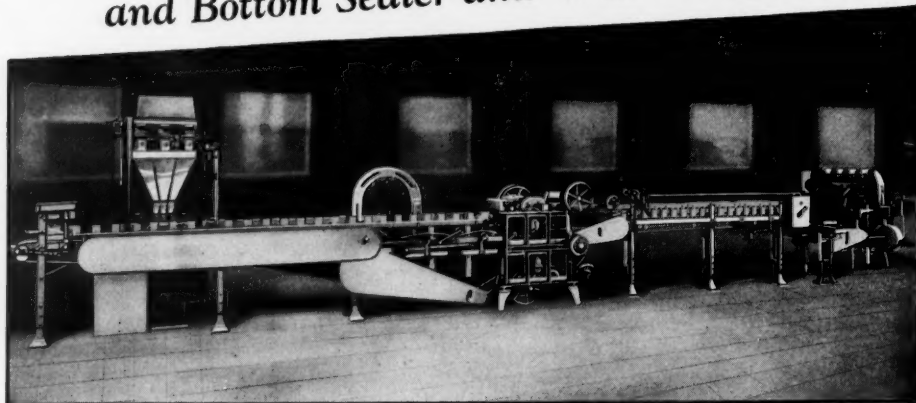


PETERS MACHINERY COMPANY

GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE
CHICAGO.U.S.A



Net Weight Scale, Combination Top
and Bottom Sealer and Wax Wrapper



POINT 1 Fitted to Your Plant Requirements!

THE
10 POINT
Line

**1 Fitted to Your
Plant Requirements!**

2
3
4
5
6
7
8
9
10

ENGINEERING authorities all agree that close study of packaging layout is essential to secure efficient operating conditions and low costs. They also agree that conditions vary in individual plants and no general set plan can be prescribed to meet varying situations.

JOHNSON Engineers have studied packaging layout and requirements and have prescribed for hundreds of industries the world over. You can call in a JOHNSON Engineer for a survey of your packaging department at any time, without obligation.

If the JOHNSON Catalog is not in your library — it should be. A copy will be mailed free on your request.

JOHNSON AUTOMATIC SEALER CO., Ltd.
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JOHNSON
AUTOMATIC PACKAGING MACHINERY

Manufacturers of
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Sealing and Lining
Machines (with or
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Carton Feeders);
Wax Wrappers and
Glassine Wrappers.

"Cellophane *made* a fast-selling specialty out of a slow-moving staple"

FROM the bin to the counter! Noodles were generally sold in bulk. Recently, the Pfaffman Egg Noodle Co. of Cleveland decided to introduce Cellophane-wrapped unit packages and market them in counter display cartons . . . They received an enthusiastic reception from retailer and consumer. Thousands of new accounts were opened up. Sales volume increased many fold. The merchandising methods of the industry were stimulated to an astonishing degree.

Gain for a product a place on the counter and give its merits the chance to sell themselves—and a

large part of the task to increase sales is ended. Cellophane does exactly this.

Whether hosiery, cosmetics or provisions; candy, textiles or baked goods—sparkling, transparent Cellophane will stimulate sales by giving your product character, by guarding it from indiscriminate handling, by lifting it out of the keenest competition.

Just think of your sales problems. Don't you need exactly the help that Cellophane has proved it can give? New packaging ideas for your product, descriptive booklet and samples sent on request.



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Sales Offices: Park Avenue Building, New York City

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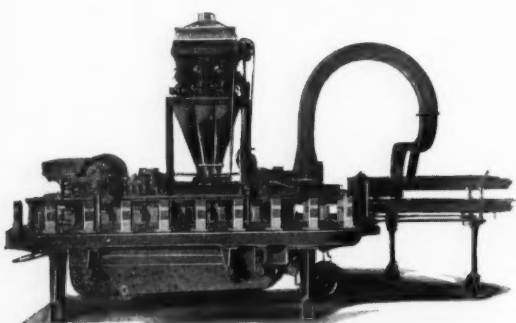
Cellophane is the registered trade mark of Du Pont Cellophane Company, Inc., to designate its transparent cellulose sheets and films, developed from pure wood pulp (not a by-product)

Cellophane

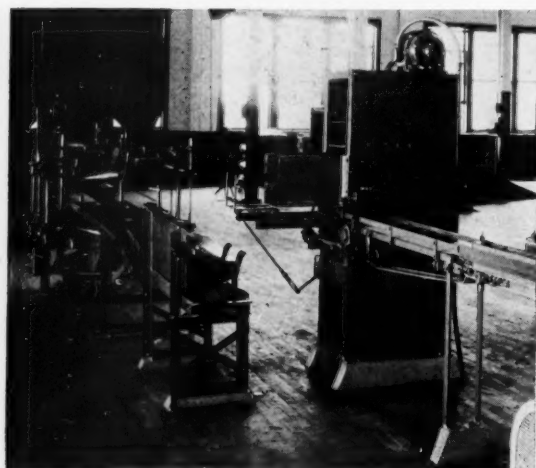
Better than "JUST RIGHT"



Ferguson Automatic Container Sealer with feeding device and 8 ft. dryer.



Ferguson Carton Sealing Machine with Automatic Scales



Ferguson High Speed All Automatic Casing Machine

Packaging equipment such as the J. L. Ferguson Company makes must be more than "good enough"—it must be better than "just right."

Because Ferguson engineers work on this basis, each year shows a greater perfection of detail, greater economy, increased efficiency and wider utility.

A complete line of **FERGUSON**

CARTON FORMING MACHINE

CARTON SEALING AND WEIGHING UNIT

AUTOMATIC CASING MACHINE,

and AUTOMATIC CONTAINER SEALER

will package most any product better and at lower cost per package or case. More labor is eliminated as all operations are entirely automatic, the product and even the cartons need not be touched by hand. Because of these high speed automatic machines many of the larger packers of food and other products have turned to FERGUSON for the solution of their packaging problems.

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St. Louis — New York — Los Angeles



MODERN PACKAGING

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Through a Tea Packaging Plant

Different Methods, Each Involving Separate Equipment, Utilized in the Preparation of Tetley Tea for the Market — Automatic Machinery Performs Functions of Lining, Filling, Sealing, Wrapping and Labeling Containers

By D. E. A. CHARLTON

OUR earliest recollections include a rather stout, good-natured groceryman wearing a soiled white "overall" apron. Complying with a request for "a pound of tea", he grasps a tin scoop, steps over to a row of gaily colored and decorated tin containers, indicates the selected brand and, with a flourish not unlike the movement in the turning back of a "roll top" desk, proceeds to measure out and weigh the right amount, or approximately so, of the required commodity. This is placed in a paper bag, the sale completed and we dutifully go our way. But today the manner of purchasing tea is different. We request a package of convenient weight.

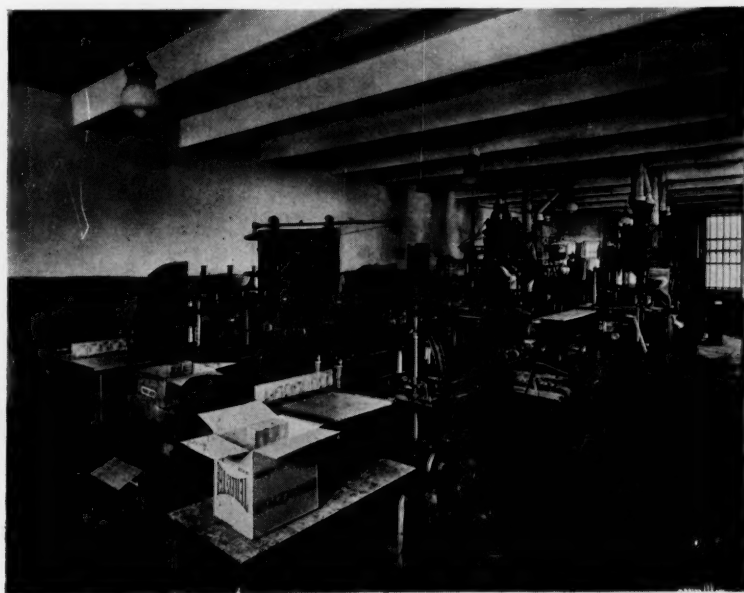
This may be a tin or caddy, a carton or, if fancy so dictates, a box of tea balls. We are interested of course in the tea itself, but the type of container and its appearance must also conform to present day ideas of cleanliness and utility. The purchasing public no longer wants bulk commodities.

The operations surrounding the

preparation of each of the above mentioned packages as they relate to Tetley's Tea are of interest. The American plant of Joseph Tetley & Co., Inc. at 483-489 Greenwich St., New York City has a floor capacity of 40,000 sq. ft. and occupies a strategic

Of reinforced concrete, stone and brick, the Tetley Building is particularly well adapted to the packing and shipping of tea for equipment and interior arrangement insure cleanliness and maximum dispatch in the handling of merchandise. The shipping platform will accom-

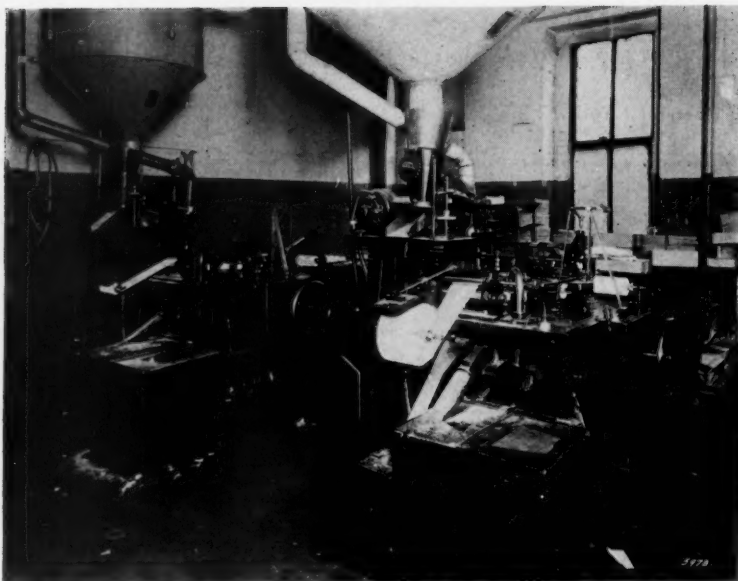
modate six trucks at one time; elevators connect each of the six floors with the street level. Following the various and painstaking operations of grading, blending, storage, weighing and cleansing, the tea falls from floor to floor until it reaches the packaging department which is located on the second floor. Here we find three methods in use, each involving different equipment.



Two of the four units used in forming, lining, filling, sealing, and wrapping cartons of Tetley Tea. Shipping cases are hand packed.

point in the heart of New York's commercial district. Almost within a stone's throw are the railroad terminals as well as the Hudson River piers where liners and merchantmen plying the seven seas discharge and receive their cargoes. Within a few blocks is the nation's business and financial center.

CONSIDERING first the packaging of the tea balls or bags. In this work, three machines which are entirely automatic in operation are used. Gauze, automatically fed from a continuous self-feeding roll is cut to size and placed over a circular aperture on the working table of the machine. The desired quantity of tea is



Two of the three machines that are used in preparing Tetley Tea Balls. Hoppers are fed from storage tanks on the floor above.

weighed and delivered to the square of gauze through a hollow plunger, which, on its downward motion, carries the gauze through the aperture, depositing the tea and forming the bag. Scissor-like grippers gather the sides of the gauze and the closure of the bag is effected. Mechanical fingers then tie the neck of the bag with string, while a keen edged knife trims the top. An identifying trade-marked tag is threaded to the string, and the completed bag is discharged onto a moving belt. A completed tea ball is delivered every two seconds without being touched by human hands anywhere in the process. The tea balls are then packed in tin lithographed boxes, wax paper lined and containing 25 bags each. Cartons which are provided with partitions and contain 100 bags each are also used. Two other styles of tea balls which make use of sheet aluminum as a cover are also packaged at this plant. For one of these, perforated half shells are made on a punch press, placed on a revolving table, filled, the tag inserted and a cover shell flanged over each to form the tea ball. The other style referred to is an aluminum cube. These are made and filled on a special machine of the company's own design.

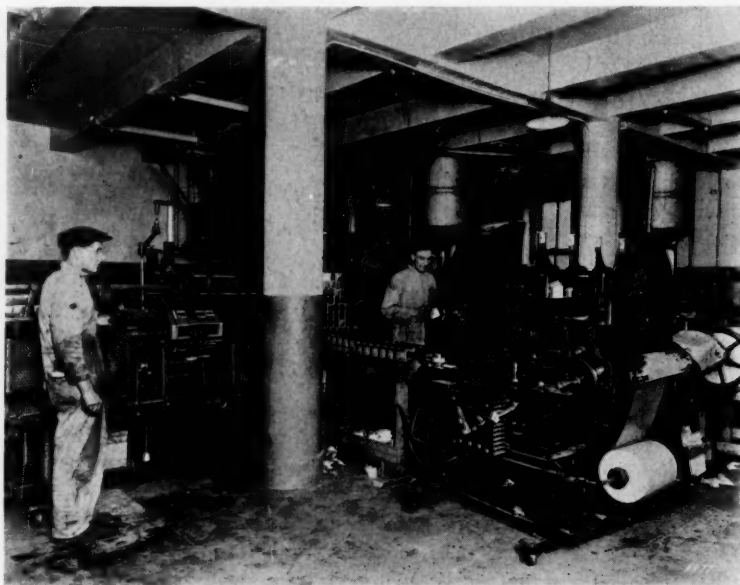
The packaging of Tetley Tea in tin containers or caddies is performed in the same room as that mentioned

above. The cans are filled from a storage tank on the third floor by means of an automatic net-weighing machine and are then conveyed to the labeling machine which applies the lithographed labels. From here the tins move to a wax wrapping machine where they are wrapped and heat sealed. They are then packed in boxes for shipment. As may be seen from an accompanying illustration, the equipment used in this particular unit is provided with movable bases.

SIX units occupying an adjoining room on the same floor are utilized in the packaging of the tea in cartons. The printed, knock-down and folded cartons are stacked by attendants in the magazines or reservoirs of each carton feeder. The cartons are then automatically picked up, opened, bottom sealed and delivered to the belt of the lining mechanism which inserts a parchment liner into each carton and discharges it to the filling device. Here the lined cartons are filled with tea which is fed from tanks on the third floor and tamped to secure the correct volume. At this point a "kick off", which automatically throws out from the line of travel any packages that are over or under filled, is provided. The filled packages are then top sealed and pass by belt through a pressure unit to the wrapping machines where they are wrapped completely with waxed glassine paper and heat sealed. The completed packages are then hand packed in solid fibre shipping containers, closed and sealed and sent down spiral chutes to the shipping room on the ground floor.

The following include the weights packaged by the Tetley company. In labeled tins: $\frac{1}{4}$ -, $\frac{1}{2}$ - and 1-lb.; in cartons: $1\frac{1}{4}$ -oz., $1\frac{3}{8}$ -oz., $\frac{1}{4}$ -lb., $\frac{1}{2}$ -lb. and 1-lb.; decorated caddies, 1-lb.

Each operation throughout the plant whether it be automatic or manual is



Labeling and wrapping machines for tin containers. Note octagon drum for labels at left. Hoppers in background feed to tea ball machines.



Group of machines which wrap cartons in waxed glassine paper. At left background may be seen one of the carton filling machines.

performed with dispatch, cleanliness and efficiency and an impression is left with the visitor that every effort is being made to produce packages that are worthy of the commodity which they contain.

EQUIPMENT AND SUPPLIES

Tea ball machines: Pneumatic Scale Co.
Labeling machines: Pneumatic Scale Co.
Wax wrapping machines: National Packaging Machinery Co., Johnson Automatic Sealer Co., Ltd.
Filling machines: E. D. Anderson, Pneumatic Scale Co.
Stitching machines: H. R. Bliss Co., Ideal Stitcher & Mfg. Co.
Cartons: Ft. Orange Paper Co.
Tin boxes: American Can Co., Tin Decorating Co.
Waxed glassine paper: Warren Mfg. Co., Kalamazoo Vegetable Parchment Co., Whitaker Paper Co.
Parchment liners: Kalamazoo Vegetable Parchment Co., Paterson Parchment Paper Co.
Tags: Dennison Mfg. Co.
Shipping containers: Eastern Box Co., Space Saving Box Co.

Silicate in Cartons

Cartons for coffee, spices, crackers, are made of paper board with a silicate film to protect the contents, states *P's & Q's*, issued by the Philadelphia Quartz Co. It is often a very thin film laid on by machinery which handles two to five hundred linear feet a minute. Sometimes it is overlaid with a film of paraffin which adds water resistance and makes the job more lasting. Stiffness imparted by the silicate is often a valuable consideration.

Wrapping Wares in Havana

THE better class stores of Havana, selling fine furniture, statuary, objects of art and other imported and native pieces are using American wrapping material to display their goods and add a quality touch which was impossible with the wrapping stuffs formerly employed. Most of these



Tetley Tea display and carton

stores have large open entrances and the goods are displayed directly to the passer by. Formerly in order to protect the fine brocades of the furniture and the delicate pieces of statuary and objets d'art, they were wrapped, in some stores, with a kind of Spanish lace which was not entirely satisfac-

tory, because it neither protected the goods completely nor allowed them to be shown in their beauty to possible customers who might want to inspect them. These stores have now adopted transparent cellophane which seems to solve the problem admirably because it protects the goods thoroughly and at the same time permits them to be exposed in the open parts of the store near the pavements where they can be easily seen.

Pieces of statuary, even those four and five feet high, are wrapped from the base to the top in the material and the furniture is covered with it, not only in the seats and arms but even the legs and backs. Small pieces of statuary on pedestals are wrapped entirely, as is also in some cases the pedestal itself. Even tables are so wrapped, and in some of the stores practically all the lamps and lampshades which are placed near the open air front are thus covered.

Triangle Packaging Co. Changes Corporate Name

TRIANGLE Packaging Co., Chicago, Ill., manufacturers of carton sealers, automatic weighers and filling machines, have changed their corporate name to the Triangle Packaging Machinery Co. This was done to indicate more clearly the nature of their business.

The engineering department of this company is now developing some new machines to complete their line of packaging equipment, and will announce these soon.

Heywood Succeeds Old Firm

R. R. Heywood Co., Inc., 263 Ninth Ave., New York City, have sold their cigar label department to the Consolidated Lithographing Corp., 1013 Grand Ave., Brooklyn, N. Y. The present organization, R. R. Heywood Co., Inc., is the successor to the Heywood, Strasser & Voight Lithograph Co. Robert R. Heywood is president. The company specializes in box wraps, carry a large and assorted line in stock and print and deliver to order. They also provide for box wraps in gold and embossed designs in addition to offset lithography.

Packages that Increase Sales

Containers That Meet Requirements of Modern Merchandising the Result of Careful Investigation and Study Before Selection — Each Part of the Package Offers Possibilities for Purchaser Influence

By RICHARD B. FRANKEN

Department of Marketing, New York University

THE great increase of packaged merchandise in the last twenty-five years and the apparent prosperity of the companies specializing in packaged goods may be accepted as evidence that packages help sell goods.

The idea that packages might help to create sales did not become crystal-

imprint on it that makes it possible for the busy housewife accurately to score and cut the exact amount of lard needed without waste or delay. This also eliminates the bothersome way of leveling lard in a spoon or packing it in a cup. The carton adds utility to the product by simplifying its use.

spoil quickly in hot weather, if left to the air, the sturdy Wesson container was recognized by every woman who saw it as a wise protective measure. The "shaker salt" canister or cylindrical carton with its easily opened cap or spout, which allows the housewife to get at the product with minimum difficulty, is likewise a sales aid of no mean merit.

When he eats his dinner, not one man in a million ever thinks of utility. He eats the food that tastes good to him. In the majority of cases he does not care a whoop about, nor depend upon, the nutritive value of the food he eats. Jane Addams explains the entire situation in her enlightening way when she writes that the neighborhood estimate of their New England kitchen was summed up by the woman who frankly confessed that food might be nutritious, but she didn't like food that was nutritious, but that she liked to eat "what she'd rather."



By tinting the inside of the Comet package blue the rice appears whiter

lized until about 1908. Today it is generally recognized not only that packages will help sell goods but also that every part and parcel of the modern package may be utilized to sell more of the goods it contains.

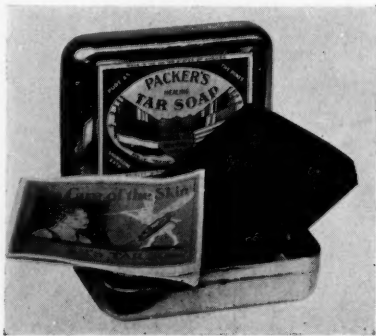
The inside of the Comet Rice package is tinted blue. The white rice placed against the blue background makes it look still whiter by virtue of its effect of contrast. Tinting the inside of the package blue costs this company thousands of dollars annually, but notwithstanding the additional cost they believe the added sales value is well worth the cost.

The flap on the inside of the carton in which Swift's pack their "Silverleaf" brand of pure lard has an

MANY of the modern packages are constructed to add utility to the use of the product. Thus they not only stimulate the sale of the product, but they also make it easier for the buyer to use the product. Hence increased sales result because the buyer consumes the product more quickly and replenishes his supply sooner. Furthermore the buyer is willing to pay an additional price for package convenience.

Undoubtedly, aside from the quality of the product, Wesson oil was speedily distributed and accepted by the trade because of the simple, handy, white-and-green tin, with the screw-top pouring device. Bottled oil is "mussy" to handle, and as these oils

FOOD is sold because it appeals to the appetite. When in a hurry, people grab appetizing looking packages from news-stands, store counters, etc. This condition has made a large market for packages with transparent "windows", glass containers, and cel-



The many advantages of the tin box for soap offset any extra cost

lophane wrapped products. The "sight purchases" is one of the strongest arguments in favor of the container that "shows" the merchandise on sale.

The glass container shows the product as it is. It acts as a silent salesman. The natural colors of the product, attractive and appetizing, create a well-nigh irresistible sales appeal. Sometimes the glass container adds to the appetite appeal by making the product look its best. Horseradish bottles made of special green glass keep the horseradish looking its whitest. The display value afforded by the long two-ounce bottle of olive oil is essential to its sale.

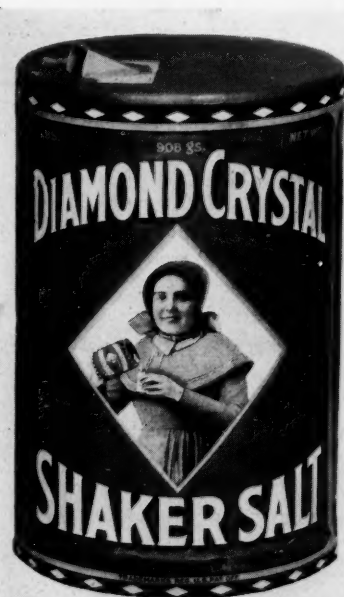
Electric bulbs used to be sold in crudely wrapped cardboard and paper or any material the dealer happened to have handy. Undoubtedly bulbs are exceedingly delicate articles, with a filament that is not made for jostling. The individual paper container that is today generally adopted by the trade has assisted materially in merchandising the product. Counter cards, window displays, and dealer helps have all been built around the package idea. One of the latest developments for the protection of delicate products is a special built "G-air Cushion Box"¹ for radio power tubes. This one piece box is so constructed that the tube is held plumb in the center of the box by means of a series of collars. It is rapidly gaining favor among the dealers and jobbers because it minimizes loss through breakage and lessens consumer complaints.

MANY containers are even used long after their original contents have been consumed. Glass jars are used to preserve jellies; bottles are decorated and used as ornaments; cartons are used as toys, in fact some are especially constructed for that purpose, and tins are used for storing safety razor blades, corks, fishing tackle, etc. The circular decorative type is often used for keeping sewing materials and buttons.

Princine baking powder is packaged in a container that is constructed so that it may serve as a measuring tin

when empty. The utilitarian possibilities of the Princine tin provide an added and attractive selling feature which appeals to the thrifty housewife.

Discarding the cardboard tube and replacing it with a simple tinfoil wrapper, held by the label, converted "Life Saver" sales from failure to outstanding success. The cardboard tube absorbed the mint flavor in a very little while and left the mints tasteless, except for the disagreeable taste of the



A convenient pouring device on round or square salt packages is an added advantage

paste used in the construction and sealing of the tube. The tinfoil preserved the flavor of the mints. Furthermore the packet was readily resealed by merely smoothing down the tinfoil. The package became less bulky to carry as the mints were consumed, and the mints remained clean until the last one had been eaten.

The Packer Tar Soap Co. also discovered that a package can do more than deliver the product safely into the hands of the ultimate consumer. After a great deal of study, investigating, and experimenting, this company decided to discard their former tinfoil and waxed-paper wrapper and put the goods up in individual metal boxes, which offered vastly better protection to the soap than the old wrap-

per, since they are air-tight and rigid. However, the greatest advantage of the tin boxes is that they give the user a perfect means of keeping the soap under all conditions until it is used up. It prevents the soap from melting and discoloring the washstand, etc. The cost of the tin box is, of course, much greater than that of the old tinfoil wrapped package. But the company is convinced that the increase in sales that can be traced either directly or indirectly to the changing of the package material is worth the extra cost.

THE theory that articles that go together can be sold together when applied to package merchandise has resulted in the successful sale of combination packages containing perfume, face powder, toilet water, and soap; spaghetti, cheese, and sauce; baseball glove, ball, bat, and mask, etc. Combination package selling has been such a big factor in securing added sales in so many lines of business that its use is being continually extended. Combination packages are also being used for lines that ordinarily are not sold in packages at all. The Treasure Chest of phonograph records, originated by William J. Haussler, President of C. Bruno & Son, Inc., New York, wholesalers of Victor products, shows the value of selling in combination packages a line that has not made a wide use of the package principle.

Another type of combination package that stimulates sales by adding consumer convenience to the product and getting the consumer to buy the product in larger units is the assortment package. The average woman, for instance, prefers to buy one or two cards of safety pins when she actually can use five or six different sizes. The result is that she never has the exact size of safety pin she actually wants. In order to cater to the wants of the woman who will not buy the great variety of safety pins she needs, the Consolidated Safety Pin Co. of Bloomfield, N. J., sells a package containing an assortment of six sizes; twelve pins of each size, each size placed in a separate compartment. Thus the woman is able to buy a complete supply at one time; she gets a neat box in

¹ See page 23, November, 1927, *Modern Packaging*, "Interesting Radio Tube Box."

which to keep them; they do not become strewn over the entire dressing table or lost or misplaced in the bureau drawer. Finally the company further stimulated the sale of this product by featuring it in their advertising campaigns.

The Thomas E. Wilson Co. made a definite drive for the gift market a few years ago when they decided that



This package saves time for the housewife in measuring lard

golf balls could be sold as Christmas gifts. They packaged the balls in a box that had the appearance of a book and was entitled "Golf Treasures". When the book was opened the recipient found himself possessed of a dozen golf balls.

Walworth, in selling wrenches; Waterman, in selling fountain pens; Miller Falls, in selling tools, and many other manufacturers make use of holiday wrappers or slip over cover ideas, in selling to the holiday market. The covers are wrapped or slipped over their regular stock packages, and thus turn them into gift packages. The special wrapper idea gives the dealer a chance to cash in on the extra holiday sales. After the holiday season is over he can convert Christmas stock back into regular stock again by simply removing the Christmas wrappers.

THE gift market is a year-round market for many manufacturers. Candy, cigars, perfumes, etc., are bought for special occasions, such as birthdays, week-end parties, bridge favors, etc., as well as for many other holidays that extend throughout the year, St. Valentine's Day, Easter,

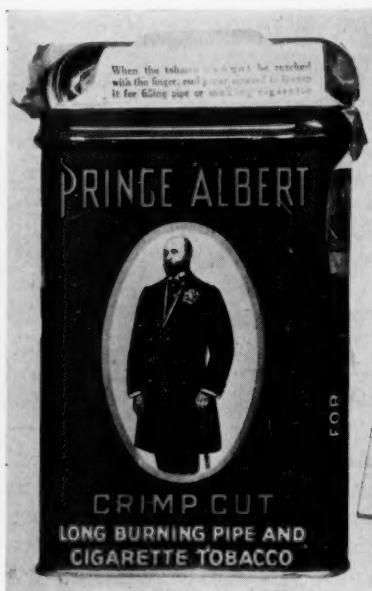
Hallowe'en, Thanksgiving, etc. The "Special Weeks" and "Days" are also being capitalized by many manufacturers of packaged merchandise. Mother's Day, Father's Day, Canned Food Week, Window Display Week, Vacuum Oil Week, Congoleum Week, etc., offer opportunities of this kind.

Most manufacturers would like to get their products in the gift class. Therefore competition is unusually keen. But notwithstanding the fact that the gift market is one of the hardest markets to break into, few makes offer such big rewards, both in immediate sales and repeat orders for the manufacturer who succeeds.

The manufacturer who contemplates placing his product in the Christmas gift class should have the scent of snowy Christmas in his selling nostrils during July and August. Christmas merchandising ideas and packages should be planned many moons before the snow begins to fall.

In a recent investigation conducted by Professor George Burton Hotchkiss and the writer² among 1,000 college students throughout the country it was found that considerable switching tendencies existed among them. Twenty-five per cent. had used their present brand of tooth paste less than a year; twenty-two per cent. had used

² "The Measurement of Advertising Effects," Harper & Brother, 1927.



An instruction slip in the package adds to the convenience of the user of this tobacco



A wide neck and a convenient cap offer a good combination for this type of package

their present brand of cigarettes less than a year, etc.

The ease with which consumers switch from one brand to another in certain fields seems to justify the use of sampling. "Switch to Ipana for a month!" "Try Postum for thirty days—a test will show results"; etc. The reader is urged to send the attached coupon for a sample package. The sample package does undoubtedly help sell packaged merchandise if one may judge by the increased number of return coupons that are attached to advertisements each year. A study of the use of return coupons in a number of leading magazines over a period of years revealed the fact that while in 1900 only 1.4 per cent. of the advertisements of 1/4-page or larger used coupons, in 1925 the percentage had increased to 24.3 per cent. or about twenty times.

MANY of the leading advertisers and producers have used samples profitably. Among these are The Minute Tapioca Co., The Three-in-



GAIR **UNIT** **SERVICE**

Able tie-ups for your Merchandising

Everyman's Secret— But Few Know How

AN official of this company seated in a suburban express a few days ago was approached by a friend who casually showed him an invention. It was a convenience for men. As if by magic, it produced shaving lather in exuberant abundance. To the onlookers, the bristle brush seemed doomed to wither before this foam-making device, just as the treacherous blade of the old-fashioned razor enfolded itself forever in its horn handle before the triumphant Safety.

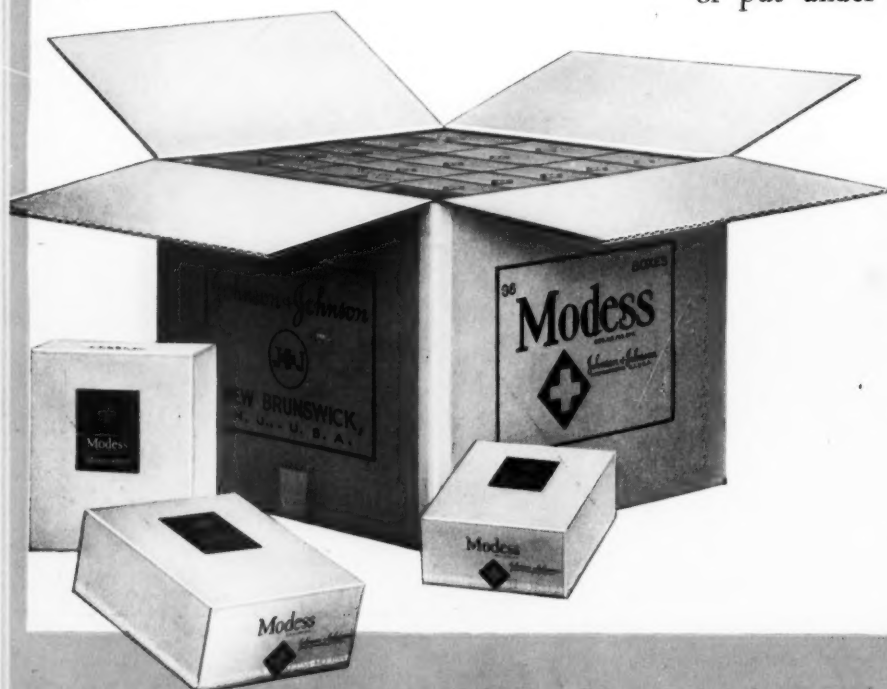
"But how can I place this before the Public," said the inventor. "How can I promote its sale?" When you build a house, you want an architect and a decorator to plan and beautify it. Do you know that there are architects, artists and creative thinkers who devise merchandising plans, taking into account market hindrances and



reckoning every sales advantage, bent on getting results? Nothing haphazard and nothing is left to chance. Give me your invention and in a day or two our Creative and Design Department will have it cloaked in a Folding Carton. A Carton will be built around it—it will be adapted to it and will become a part of it, giving it character and form. It will be designed in appropriate, cool colors. A dozen will be placed in a harmonious Display Container, one that will get place by right of appearance. It won't be skyed like doubtful art or put under the counter. The Folding

Cartons placed within the Display Containers ready for the retailer are packed within a Corrugated Shipping Case, the whole constituting a Merchandising Unit. The Carton, the Display Container and the Corrugated Case complement each other and comprise a harmonious whole in color and design.

This is the definition of Gair Unit Service.





THE ingenuity of the personnel of our Creative and Design Department is inherent, but its ability is the heritage of sixty-four years of experience. Mr. Edward Tinsley has been busy with Folding Carton structure since geometry days. Mr. J. D. Macolmson is an authority on Corrugated and Fibre Cases. He is a former fellow of Mellon Institute of Industrial Research. And Mr. John Martin, Director of Art, has spread his effects upon successful merchandise the world over. These heads of our Creative and Design Division are happy to give advice when new marketings are

undertaken or when venerable forms or designs are to be rescued from obsolescence.

The other day, an editorial in the New York Times announced: "New York Public Library Officials have concluded that the public prefers its reading matter in brightly colored covers. Some thirty bright, new colors have been adopted.

"In the experimental work of one of the libraries, a large group of old books, long neglected by readers, were re-bound in bright purple. Returned to their old places on the shelves, they were quickly spied out, borrowed and kept in constant circulation.

"This seems like a sound merchandising scheme."

We have record of many psychological tests, scientifically made, to determine what propulsion the public mind gets to possess and to buy. Such experience and knowledge make the expert and time ripens his judgment. It is this seasoned judgment and the wealth of ideas that long practice has brought that we place at your disposal.

Look to your Carton—it may need rejuvenation to get wider and more active circulation for your goods.



WE made the first Folding Carton back in the days when the Cracker Barrel was the seat of the General Store philosopher. Those were the "days of real sport." The mice steeplechased through the cereal and sugar bins and the cat's intermissions between pursuit were spent in repose on the coffee bag, while worm and germ lived in harmony together. Those were the grand old unstandardized days. The clerk pulled down a flat paper cornucopia and blew a mighty blast therein to make it receptive of the contents of the scope of his doubtful scale.

Not one hundred thousand dollars in merchandise was annually distributed in Folding Cartons in the Sixties. It is tentatively estimated that today we annually manufacture Folding Cartons, Display Containers, Corrugated and Solid Fibre Shipping Cases; also Box Boards for conversion into merchandising receptacles, that combined carry three billion dollars' worth of goods.

The malodorous and shadowy store of merchandise has grown into a splendid system of standardized shops. Trade-mark goods—correct to the fraction of an ounce, brilliantly vying for public notice and vast in the selective opportunity they afford the purchaser, came with the increasing use of the Folding Carton. Does this not make it necessary to call in the best talent, get practical help and scientific conclusion before buying new or reforming old Folding Carton designs?

We manufacture from the ground up. Our paper machines produce over twelve hundred tons of box board daily.

We engrave, print and lithograph in the largest and best equipped plant of its kind in the world.

Gair products flow uninterruptedly from the box board machines through all the processes to the shipping floor with studied economy.

ROBERT GAIR COMPANY

GRAYBAR BUILDING, 420 LEXINGTON AVE., NEW YORK CITY

BOX BOARD MILLS—1200 TONS DAILY

NEW LONDON, CONN. TONAWANDA, N. Y. PIERMONT, N. Y. HAVERHILL, MASS. CHICAGO, ILL. QUINCY, ILL.



One Oil Co., The Waterman Ink Co., etc. The sample package is without doubt an important factor in selling packaged merchandise, but if sampling is indulged in, the questions of proper distribution, sufficient size of sample, methods of reaching the people while they are interested, etc., will give the newcomer in this field much cause for worry unless the problem is handled by one of experience. Even then it is doubtful whether this method of marketing will succeed unless backed by sufficient advertising.

Step into any modern store today and watch the customers being waited upon in rapid succession by busy clerks. There is little or no time wasted on either side of the counter. "I want a bottle of Heinz's vinegar, a can of Del Monte peaches, a package of Uneda's, a tin of Salada tea, and so on", the patron says. Finally she stops and glances quickly along the rows of products on the shelves. She wants something else but has failed to recall the name of the product she wants. She is attracted *in an instant* by the package she wants as her eye flashes over the crowded products on the shelf. "That's the one!" she says, as the clerk reaches for it. While she has been searching for the product she wants, your products, too, Mr. Manufacturer, are undergoing a severe test every minute. They are fighting for attention, prominence, and acceptance among a host of competitors. Today your package is more important as a factor in modern merchandising than ever before. And today packages, labels, and wrappers offer untold possibilities to help sell your products. Designers of packages, with years of experience to back their work, can help you realize to the utmost the great possibilities of increased prestige and character your product can attain through correct package design. Package selection today is no longer the hit and miss proposition that it used to be. Beechnut, Kleinert, Gorton, Tone Brothers, Wheatsworth, and a host of others did not stumble on their successful package designs by accident. They were all chosen after careful, painstaking, scientific investigations had been prepared and conducted among the consumers who bought or

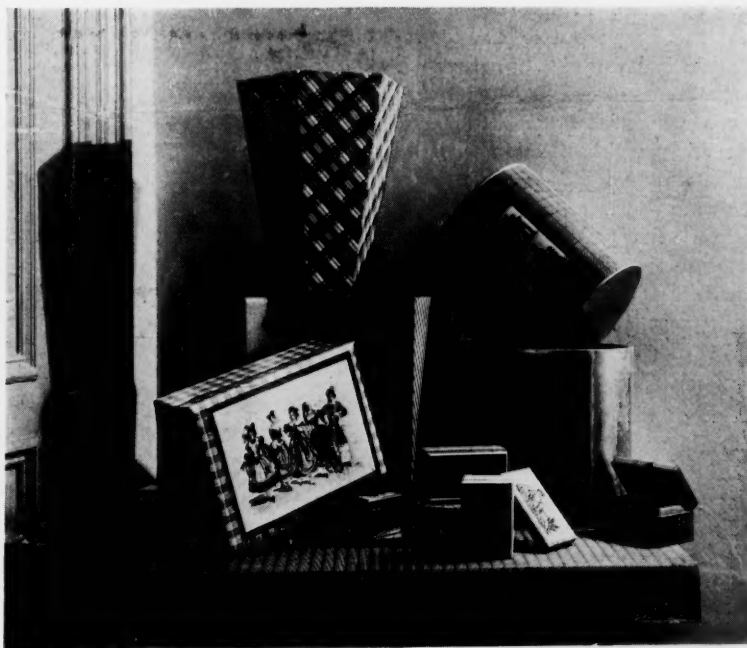
Boxes for Personal Use

Attractive Shapes, Colors and Designs Obtainable in Individual Containers Suitable for Many Purposes

AMONG the many adages and other proverbial sayings which have been handed on from generation to generation, there is none perhaps which may apply more aptly to the use of packages than "a place for everything and everything in its place." For the package in every instance supplies a place for storage even though it be but a temporary one. It is likewise true

are utilized for a number of purposes and include vanity, jewel and dresser boxes; candy and cigarette boxes; stocking, shoe and handkerchief boxes, sheet music boxes and the like. They may be obtained in different shapes, colors and designs to suit the fancy of the buyer.

In construction, such boxes are of wood, tin and cardboard although the



Courtesy of Marian Wright, Inc.

Decorative containers for personal use

that the more attractive the package, the greater the likelihood of its being placed in permanent use for another purpose after the removal of the original contents.

There are, too, the various types of boxes, designed for specific uses, which are sold simply as containers. These

were likely to buy their products.

Sales managers and advertising men are appreciating more and more that the way their goods are packed means much in the way they are received by the wholesaler and retailer as well as the consumer.

Mr. Franken will, in an early article, explain how to select the "best" package beforehand, the package that will sell the most goods for you.—Editor.

latter affords less permanency than the others. Coverings and linings of box or small design wall papers, together with prints or illustrative cut-outs afford any number of pleasing combinations. The use of shellac as a coating serves as a protection to the covering and often adds to its attractiveness.

The demand for these boxes is becoming more apparent for one sees an increasing number of designs on display in gift shops, department stores and elsewhere. As may be seen from the accompanying illustration, such containers are not only decorative but offer a usefulness that cannot fail to be appreciated. With them, there is a decided incentive to put "everything in its place."

Packaging Noodles and Such

Use of Modern Equipment and Sanitary Handling Characterizes Operations of A. Goodman & Son, Inc. in Placing Macaroni and Similar Products in Containers for Distribution — Tie-Up in Lettering and Design

THE wheeze about the man who found a needle in his soup, complained to the waiter and received the explanation that it was merely a typographical error—it should have been a noodle—originated in Montgomery and Stone's early success, "The Red Mill." Be that as it may, the fact remains that long before that day the importance of noodles as a food was recognized even though unheralded by the outstanding advertising which this and similar products receive today. The exact date when flour products of the noodle type were first packaged is not known at the present writing, but that this practice has reached a high stage of development is evident in the methods used at the plant of A. Goodman & Sons, Inc., New York City.

One of the accompanying illustrations shows the range of this company's products—each a packaged commodity. Practically all of the packaging operations for each product are automatic. Up-to-date equipment, sanitary surroundings and the use of



Double-tier counter display carton

6-oz packages; macaroni, spaghetti and elbow macaroni in 9-oz. and spaghetti in 12-oz. packages; noodle barley and egg flakes in 3-oz. and 6-oz. and

bow macaroni and spaghetti, and are located in one room on the main packaging floor. The procedure is as follows:

A forming machine, hand fed, forms and lines plain clayboard cartons which then travel by belt to the filling tables where the required amount of the product is placed in each. These continue, by belt, to check weighing tables for adjustment, a sufficient amount of the product being added or withdrawn to make up to the exact weight. The filled packages proceed to a closing machine which folds in the lining, ends and cover at the rate of 40 per minute. The closed cartons then travel by belt to a wrapping machine which places the side wraps and end labels. Twelve of the filled and wrapped packages are then hand wrapped in kraft paper and end labels affixed. These packages are now ready for local distribution or for placing in corrugated shipping cases.

FOR the packaging of noodle barley, egg flakes and alphabets, an automatic machine which fills and



Group of packaged products manufactured by A. Goodman & Sons

quality materials are paramount in the production of the entire Goodman line. Products which are packaged automatically are as follows: Pure egg noodles in three widths—fine, medium and broad—each in 3-oz. and

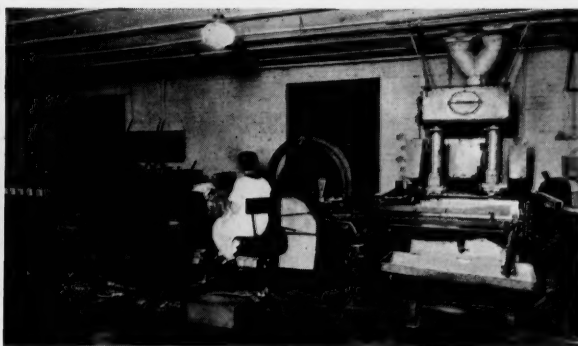
alphabets in 6-oz. packages, matzoth and matzoth meal.

THREE units, which are similar in operation, are employed in the packaging of macaroni, spaghetti, el-

weighs and seals the cartons is used, the machine being adjustable for two sizes. Printed carton blanks are placed by hand on moving blocks that feed directly to a bottom sealing unit and then to the filling mechanism. In this



General view of packaging unit showing closing and wrapping machines at the Goodman plant



Automatic filling, weighing and sealing of small packages is done on this machine

operation the blanks are placed on every alternate block and proceed to a loop, shown in the accompanying illustration, where the formed carton is shot through an arc to a position from which it proceeds, open end up, to the filling device. Here the carton is filled, shaken down and given a final automatic filling to assure cor-

its individuality. The characteristic blue and white check appears on all of the packages but one—spaghettini—and even here the tie-up is obtained by means of the characteristic figure which surrounds the name “Goodman’s”.

MACHINERY AND EQUIPMENT

Carton forming machines: Peters Machinery Co.

Closing machines: Peters Machinery Co.

Wrapping machines: Package Machinery Co.

Filling and sealing machine: Johnson Automatic Sealer Co.

Scales: Smith Scale Co.

Display cartons: Einson-Freeman Co., Inc.



Cartons are formed and lined on this machine which feeds to a packaging unit

rect weight at the rate of 35 to 40 per minute. The filled packages are moved by belt to a top sealing and pressure unit and then pass out on a small table or platform where they are hand-wrapped, in one dozen lots, and the characteristic labels pasted on the ends.

As may be seen from the illustration shown of the several products of the company, there is a distinct effort made to tie up the lettering and design of each package with the others of the group without detracting from

Packing Spanish Oranges*

SPANISH oranges intended for export are put into the general classifications of “whites,” “bloods,” and “blood ovals,” and their harvesting seasons come in the order given. Spanish orange groves average around 3 acres. As a rule, Spanish oranges run smaller in size than United States oranges.

After picking, oranges are piled on mats on the ground near the tree, where they remain for three or four days, after which they are counted and placed in baskets. They are then carried to a two-wheeled cart, without springs, for hauling to the packing house in the adjacent town or village. At the packing house they are dumped into piles upon the floor, which is covered with a layer of straw, and allowed to remain for from three days to a week in order to “sweat” them. The fruit is then sorted into

grades and into sizes of each grade. Dirty oranges are segregated and cleaned by hand. Nearly all oranges intended for fancy packs are hand cleaned. After sorting and cleaning, the oranges are wrapped separately and are ready for packing. Usually the brand is stamped upon the wrapper.

Spanish oranges are packed in cases averaging 200 pounds and in half cases averaging 110 pounds, there being no standard-sized containers. The half case is the principal container. A case contains 420, 714, or 1,064 oranges, while the half case contains 200, 240, 300, 360, or 504. Usually the shipper’s brand is labeled on the case or half case, while the number of oranges and the grade are marked on the ends.

After packing, Spanish oranges are loaded into a two-wheeled cart (except where rail transportation is available) and carried to port of export. Upon reaching the wharf the containers are lowered onto a lighter by hand gear and then lightered out to the steamer, where the ship’s gear picks up from four to six cases of oranges at a time simply by hooking into the grass ropes binding the containers. When one considers that the oranges are hauled from orchard to packing house and from packing house to port of export in two-wheeled carts without springs, over unpaved and usually rough roads (except where rail transportation is available), and that they do not receive any particular care in loading on board ship, it becomes apparent that there is room for improvement in handling.

* Excerpt from Commerce Reports, Jan. 9, 1928.

Tin Foil in Modern Packaging

Beauty, Protection and Preservation of Wrapped Merchandise Obtained Through Use of Metallic Coverings — Specifications, Characteristics and Qualifications of Material Used, Methods of Handling and Its Application to Various Groups of Commodities

By *HOWARD BAKER*

Midland Metal Co.

FROM time to time there have appeared in various issues of this magazine articles by representatives of large food houses describing methods of putting up modern food packages. In general these articles have related to the packaging of cheese, butter, bacon and allied products, and some mention has been made of tin foil as a protective wrapper for these food products. It appears, therefore, that it would be of general interest to outline the reasons for the use of foil as well as to touch upon some of the specifications and qualities used and methods of handling same in modern packages.

The reason for the use of foil as a wrapper lies in two notable characteristics—beauty and utility. The appearance of a bright metallic surface has always awakened human interest. Perhaps this is due to the original use of metal pieces as money. Metal, therefore, represents wealth or real intrinsic value. This property of attracting the public eye and inspiring the observer with a sense of value as well as the decorative appearance of polished, metallic surfaces is utilized by automobile manufacturers in dressing up their cars with polished nickel plated trimmings. So, in the same way, does a product dressed in a tin foil wrapper impress the observer and prospective purchaser as something of real worth.

Besides this element of beauty and its psychological appeal to the buyer, the element of utility is of even greater importance in the preparation of packages, as in many instances such packages would be impossible without the use of foil. Thus it is evident that when we combine beauty and utility we have achieved a satisfying efficiency and that the particular proper-

ties of foil render this achievement capable of realization.

WHAT then is the utility of the tin foil wrapper and wherein can we make best use of the properties of metals to put such a combination into our hands? A metallic surface is impervious. Neither liquids nor gases will pass through. Even such infinitesimal particles of matter and vibrations of the ether as X-rays, radium emanations, radio waves, etc., are effectually stopped. Nothing is quite so effective as a solid metal sheet to stop diffusion of the small units of matter. Candy dries out and becomes stale due to the loss of original moisture. Cheese not only loses its moisture and dries out, but the outer surface thereby becomes inedible due to the formation of what is called rind. Thus a considerable portion of the cheese is ultimately wasted as by the time the cheese is sufficiently aged to be attractive the rind constituting a considerable percentage of the same has to be thrown away. In addition to this, mold is apt to form. The recent invention of pasteurized cheese has been a wonderful achievement as it has made the marketing of cheese much easier, increased the per capita consumption of cheese in this country and given an added zest to the cheese producing section of the dairy industry.

It is not my object in writing this article to encroach upon the field already so well covered by the other writers as they have carefully outlined the mechanical methods of using foil, particularly in cheese packages. They have described the packaging of the five-pound loaf of pasteurized cheese in which the foil is used as a box liner and is filled with the cheese in

a warm, soft state. I would call attention to the fact that the cheese makes an intimate contact with the pure tin foil so that there is no possibility of air coming in contact with the outer surface of the cheese. There is, therefore, no drying out, no rind, no mold possible. The use of foil in this manner is not entirely an automatic proposition as the foil is usually placed in the boxes by hand. A small sheet of foil is also placed in the ends of the boxes. The large sheet of foil called "side foil" is usually printed with an attractive design showing the cheesemaker's or distributor's trade mark in one pound or half pound units and is frequently provided with "cutting lines" showing divisions of the cheese down to quarter pounds. As there is practically no loss in weight from the time the cheese is put up to to the time it is cut in the grocery store, these markings guide the grocer in cutting the desired weights of cheese for the customer. This is efficiency to the last degree in putting up and marketing a food product.

As previously described by other writers, the half- and quarter-pound packages of cheese are prepared somewhat differently as they are put into a foil lined paper carton which is die cut and is automatically folded around the package of cheese. Frequently the foil is also furnished die cut to eliminate some of the bulky corner folding. Foil for these packages is usually supplied mounted on waxed paper, sometimes on waxed glassine paper. This operation is a little more automatic than the packing of the five-pound loaf, but whether the packages are wrapped by hand or machine they are nevertheless distinctly modern packages and packages which the use of tin foil has made possible.

BEFORE we leave the cheese industry, attention should be called to an interesting automatic machine of foreign manufacture which has been described before and which puts up small packages and individual portions. Foil for this purpose is furnished in rolls as the machine die cuts the foil, presses it into a mold, fills the foil lined mold with cheese, presses on another piece of foil—also cut from another roll—and crimps the two pieces of foil together in such a manner as to make an absolutely airtight package. The furnishing of tin foil in rolls has been a great convenience to automatic wrapping machines and has not only

probably go a long way toward preventing butter from turning rancid.

An interesting marketing situation has arisen in connection with chewing gum. A few years ago chewing gum was chiefly vended to the general public through penny slot machines. Outside of the penny slot machine it was considered that chewing gum had to be sold in five cent packages of five sticks. The package was carefully wrapped in heavily waxed paper although waxed paper is by no means the equal of foil as a moisture and freshness retaining wrapper. Mr. Average Citizen, as he walked by a stand hurriedly, did not care to pur-

slot machine it has increased his willingness to put in a stock of chewing gum and encourage the sale.

There have been movements introduced in several of the big cities to compel all bars of candy and other confections to be put up in wrappers that are absolutely proof against the loss of moisture and the absorption of other odors, bacteria, etc. while they lay in the same showcases with other products in the store. A metallic foil fulfils the requirements of a satisfactory wrapper for such a purpose.

PROBABLY the earliest users of tin foil were the tobacco and candy



A group of nationally known products which make use of metal foil in packaging

been of benefit to the foil industry but has increased the marketability of the product and general efficiency all along the line from food manufacturer to retail customer.

Foil is also used on small packages of cream cheese, circular packages of the new cheese products and on one- and two-pound Limburger cheese. Foil wrapper for the last named type of cheese not only protects the cheese but protects the dealer and all the customers of the retail store making the marketing of Limburger cheese possible.

Foil is coming into use in butter packages and besides having the characteristics of beauty and utility will

chase a five-cent package of chewing gum and, therefore, dropped his penny in the slot machine. The operator of the candy and newsstand thereby lost the sale and found it necessary to break up the five cent packages of gum and scattered them around so that the busy man could drop his penny and pick up a single stick. The paper wrapped single sticks were no longer satisfactory as they not only were not sanitary but quickly lost the original freshness. Wrapping the individual stick of gum in tin foil has, therefore, increased the sale of gum in this manner, and as it has given the stand operator a chance to compete with the

industries. Bulk packages of tobacco are wrapped by automatic machinery at a high rate of speed with a combination of tin foil and heavy manila paper. The tin foil is mounted either with wax or with glue lines on the heavy paper and is furnished to the tobacco manufacturer either in sheets cut to the desired size or in continuous rolls. Automatic wrapping machines are built to take this foil product in either form. In this particular case of the cigarette package the tin foil is used more for its utility than for its beauty, as the tin foil is on the inside of the package next to the tobacco and does not show until the package is

opened up. The use of a metallic wrapper for tobacco prevents the loss of moisture, freshness, fine flavor and aroma. The cigarette package is a similar product but is made from a little lighter weight paper combined with the tin foil. The tin foil used for these purposes is a rather inexpensive composition of tin and lead in such proportions as to give the maximum yield in square inches per unit of cost. Enormous quantities are used in the cigarette industry and no cigarette manufacturer would think of wrapping his cigarettes for popular consumption in any other way. These cigarette packages are, of course, also put up by automatic machinery and the tin foil mounted on paper is furnished in rolls.

The cigar industry also relies on the aid of tin foil as an attractive and successful wrapper for cigars. The cigar maker can make use of tin foil in several different ways. One is to wrap each individual cigar in a small piece of embossed tin foil. This preserves the freshness, moisture and aroma of the cigars and greatly increases their beauty as they lie in the box. Then again some cigars instead of being wrapped individually are wrapped in bundles of two, three, five or as desired. For this purpose the foil is furnished in larger sheets mounted on

waxed tissue paper and is usually printed with an attractive design in such a way that the printing falls on top of the bundle of cigars where it can be readily seen. The third method of using foil in connection with the cigar box is to line the box with foil. For this purpose two sheets are usually used crossing over and folding on top. One large sheet can be used with two end pieces and some manufacturers are now experimenting with foil cut in the form of a cross so that the arms of the cross fold over the ends and top of the box. A flap of tin foil over the top of the cigars lying in the box is, of course, decorative but the chief function of the foil here again is to preserve the freshness of the cigars.

The candy industry can make use of foil in a number of different ways. To preserve the freshness and flavor of the candy it is necessary to retain all of the original moisture and flavoring ingredients and foil is admirably suited for this purpose.

THERE are a number of other food products which make use of foil for preserving and beautifying purposes, such as meat loaf, sausage, ice cream bars, fruit cakes and other cakes, biscuits, hops, tea and other products. A number of articles of merchandise that are not food products are wrapped

in foil for the same purpose. One rather large user of foil is the soap industry. Another is friction tape. Foil makes a very successful package for this last named article and as it is distributed in such enormous quantities it constitutes a large use for foil. The wrapping of rolls of friction tape of various sizes constitutes a modern package as the operation is largely done now by automatic machinery which takes foil in rolls.

The modern, neat and attractive bottles of ginger ale, grape juice, or other prohibition era beverages owe a large part of their attractiveness to the use of a piece of tin foil on the neck of the bottle. The function of the tin foil here is that described in the beginning of this article, that is, the aristocracy of metal. These tin foil decorated bottles standing on the shelf of the dealer or served on a tray with attractive glassware and clinking ice make the purchaser feel that he is about to imbibe a most elegant beverage, thus somewhat reconciling him to the Volstead Act.

I hope that I have partly at least outlined the contribution of tin foil through its beauty and utility to modern packaging and through such in assisting in the efficient distribution of articles properly wrapped for protection and attraction.

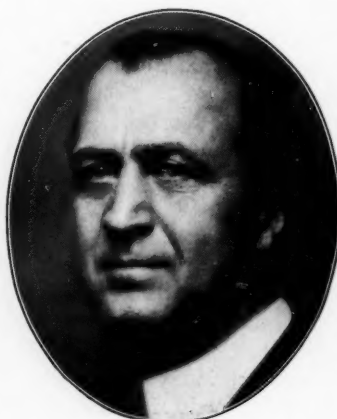
Frederick L. Wertz, Display Consultant

IN the January issue of MODERN PACKAGING, which announced the Consulting Editorial Board, it was stated that other members would be added until a complete group, representative of all of the various ramifications of packaging work, was formed. Through the guidance and advice of the members of this board it is believed that a great deal can be done in the cause of better packaging, both from the standpoint of merchandising and production operation.

In numerous articles that have appeared in MODERN PACKAGING, reference has been made to the display value of packages and the utilization of such packages in window, counter and other displays. Certainly from a merchandising point of view no manufacturer of packaged merchandise can overlook the importance of such an effective sales tie-up. Readers, therefore, will be interested in the announcement that

Frederick L. Wertz has consented to serve on the Board as consultant on display.

MR. WERTZ has been active in window display advertising work for about twenty years, and for the last ten years has been conducting his own business as display counsel. He was one of the organizers and first officers of the Window Display Advertising Association, a departmental of the International Advertising Association, serving as secretary-treasurer for about three years. He is now a member of the board of directors of that organization and is also a member of the National Advertising Commission. During the war Mr. Wertz served in an advisory capacity on printing and lithographing on a large number of organizations, such as the Red Cross, Near East Relief, United War Work Campaign and others. Mr. Wertz can indeed be considered a valuable addition to the newly formed board.



Frederick L. Wertz
Display Consultant

Some German Boxes and Wraps

Examples of Packages Which Show Character, Originality and Atmosphere, Reflect the Pride of the Producer and Combines a Nicety of Design with Purchaser Appeal

THE fact that an article is "imported" is in most instances sufficient to create buyer interest. Sometimes this is due to its rareness or infrequent appearance among other goods that are offered for sale, often it is because there is an impression that it represents a better made article and there is also the consideration of price. There are many who believe that higher prices assure exclusiveness, and

lined, for there is the additional interest created in the packages themselves. Many of these show originality of design and offer examples of workmanship that are not usually to be found in the general run of packages in this country. True, the past ten years have shown great progress in the so-called "art of the package" in this country, many of the prominent designs presenting a trend toward foreign packages that have won established acceptance. It is believed that the distinctiveness evident in many of the different types of packages that come from abroad is of value to those in

this country who are concerned with package design and construction, and it is the intention of MODERN PACKAGING to present from time to time such examples from different countries as may be of interest in this connection.

The illustrations presented herewith show some excellent examples from Germany of folding boxes and wraps. The nicety of design and the pride for their product which the makers of the contained goods reflect in the packages are evident at first glance.

NO one will deny the irresistible appeal of the young miss who forms the center of attraction on the cocoa carton shown. She smilingly invites participation in the contents of the package. This is lithographed in shades of blue. It is unfortunate, however, that the photographic repro-



The appeal of the young lady on this attractive cocoa package is irresistible

yet there are frequent instances of articles brought in from foreign countries that sell at a lower price than similar goods of domestic production. The designation "Made in England, France, Germany" or wherever it may be, always creates a certain attention and is not without significant value to the retailer.

Imported package goods, however, offer more than the appeals above out-



A judicious combination of colors—orange, black and white—lines and letters add distinction to this film package

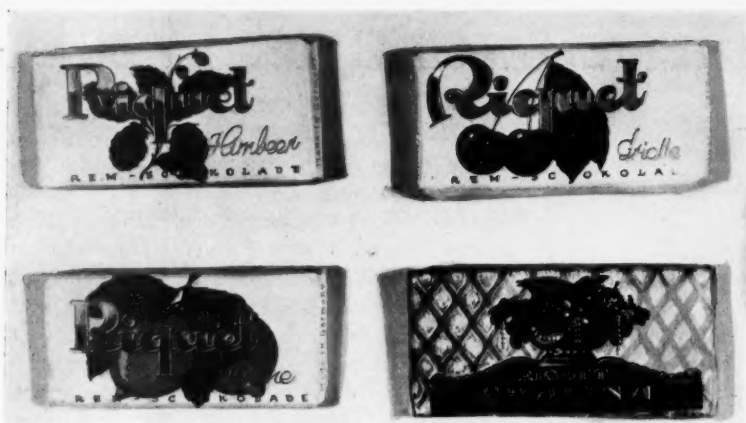
duction failed to bring out the full shaded effects.

The film carton is more severe in treatment although the combinations of black lettering on an orange background and white on black obtain a most striking result. Contrasting this with the average film carton we find an absence of reading matter and a forcefulness of design that is quite apparent in the former.

The raised gold lettering and trade mark appearing on the dark blue back-



Detail in design and coloring make for effectiveness in this bath soap package



Chocolate bar wraps such as these cannot fail to whet the appetite of a prospective purchaser and appeal to those appreciative of good design

ground of the "Elida" soap package denotes an exclusiveness in the product that is a decided asset in merchandising. The reverse side of this package is also interesting. A map on which the various cities where this soap is manufactured is outlined in gold on



Exclusiveness, as indicated in this soap package, is obtained by the use of raised gold lettering on a dark blue background

the same blue background. Blue lettering on a gold background appears on each side.

The other soap package depends on detail for its effectiveness. The costume worn by the young lady suggests the oriental; lavender flowers, green leaves and a gold band with black letters and scroll—all on a cream colored background—complete an impression of quality in the product.

The four chocolate bar wraps are beautiful examples of embossing and lithographing. As may be seen in three of these, the flavors are indicated by reproductions of the fruit.

These appear in natural colors and undeniably whet the appetite. The trade name "Riquet" is embossed on each in gold and another color which blends with the fruit and foliage. The effect is a distinctiveness obtained in few of the packages of confections which are seen today on the news-stands and elsewhere and offers splendid possibilities for those who are contemplating new products in this line or a change from mediocre designs.

Paper Liners for Caps *

ONE of the most important adjuncts to the glass packer is the round disc of liner paper that fits snugly between cap or cover and the edges of the jar. It is hidden from view and is scarcely ever thought of once the lid is put on. But when one stops to realize that the problem of making an air tight seal in glass jars depends entirely on the liner, not the cap or the jar, and that the foods must not be contaminated and the seal must hold between a tin cover and the edges of the jar, which are often rough, then the matter of preparing liners becomes more important.

The ideal liner seems to be ordinary paper treated with waterproofing and air proof compounds which are insoluble in food products or mild alkalies. Many special processes required to turn out the liner paper for caps.

Specially tested oils such as linseed, chinawood and perilla, low in acid

content, are used in the coating of the paper liners. Care must be taken to prevent acidity in the varnish with its resultant odor. After the varnish is boiled it is cut with solvents to facilitate coating on papers. A form of tough lacquer is used on the papers to be utilized in making vacuum caps similar to the linseed or chinawood oil varnish. The varnishes or lacquers are then coated on heavy close papers, such as kraft, express or rope, uncoated or filled to absorb the varnish. Some papers are run through machines which coat them on one side for working up into duplex board or pulp board.

One of the most discussed features of making varnished paper is its moisture absorption. Careful oxidation is necessary to make the paper air and moisture absorption proof. After the paper is coated and hung up to allow the film to spread over the surface in a uniform coat, it is inspected for imperfections and wound on rolls for shipping. Sometimes it is cut into sheets 36 or 40 in. on a side for manufacturers to cut up for their machines.

The manufacture of paper varnished on one side and waxed on the other, for making tight seals along rough edges and in cold packing, involves a similar careful treatment. The wax is flowed on the paper at a temperature of 260 deg. F. to insure uniform coating and is carefully inspected for defects. This paper has unusual qualities as the additional heat practically eliminates any remaining odor and with the harder air tight varnish coat on one side and the softer pliable wax coating on the other side, it makes one of the most effective seals yet developed for glass jars. This type is the most resistant of all types from the effects of moisture. When the paper is completely treated it is stuck to rolls of pulpboard then slit to proper width for inserting in liner cutting machines. The white waxed pulpboard and lined waxed pulpboard form another important branch of the liner manufacturing business, as they are used in the caps of cold cream and candy jars for sealing against moisture. The third form of liner is the black oiled paper which is alkali resisting and is used in milk of magnesia bottles.

* From the February, 1928, issue of *Canning Age*.

EDITORIAL

Following the Leader

AS one reviews the different types of packages that are to be found on the market today, it appears that there are certain groups or classes of containers that are utilized for specific commodities. Confectionery boxes, generally speaking, present a standard appearance; food products of various kinds are distinguishable as belonging to particular groups by means of their packages; toilet preparations likewise, and so on down the list. We have come to classify certain commodities by the size, shape and general appearance of the package although the selection, when the purchase of any given brand is made, is invariably governed by the "urge" or effect of the package, a previous knowledge of the goods or the recognition of quality in the design of the container.

To what extent are users of packages governed by custom in the selection of shape and general appearance of their containers? Already we have many departures from precedence and indications are that, in certain lines at least, there will be still further deviations. However, several considerations can be regarded as limiting factors in the determining of types of packages for certain commodities. Form and substance of the packaged goods, convenience to the customer in handling and potentiality of the product are some of these, besides the ever-present considerations of cost and output. The fact that some groups of packages show little change, therefore, does not mean that a custom has been followed merely for the sake of a way out of a packaging problem. Rather, it is an acknowledgment that desirable results have been obtained, for certainly competition among package goods today calls for study in every phase of production and merchandising as they pertain to the container. Few opportunities concerning the latter are overlooked by the really progressive companies.

Glorifying the Package

FLO ZIEGFELD has achieved a national and international reputation—and an enviable one—as the result of his successful efforts to "glorify" the American Girl. Beauty, grace and all the attributes of feminine loveliness are ever present in each of his theatrical productions. The public, therefore, responds, with the result that one season is scarcely closed before there is a clamoring for news as to what will constitute his next "Follies." Here is food for thought for the manufacturer whose products lend themselves to artistic treatment. And, indeed, we are just beginning to learn that there is practically no limit to such products.

However, a package, unlike the "Follies," cannot be regarded as seasonal. Once a design is adopted, it must run its course until another is found that will retain the

prestige and consumer demand already built up for the package and its contained product.

Logically enough, opinions vary as to what constitutes sufficient "glorification" of a package. In some packages we find that the designs have been planned to suit the whims of the merchandise producer—often with the result that even though the effect may be startling it far exceeds the bounds of good taste. Then again, we see packages that actually depress sales in spite of the fact that the product is really meritorious.

It costs little more, oftentimes less, to secure usable designs that are acceptable to the most fastidious. To those who have heretofore given little or indifferent thought to the design of their package or who believe that they are "getting by" on the merit of their products and do not concern themselves with the effect, on the customer, of the container, we respectfully suggest consultation with those who have specialized in package design. The evidence, if one takes the trouble to delve into sales records, is strongly in favor of the properly glorified package.

Metal Foil for Packages

SINCE earliest times man has associated metals with intrinsic values. Aside from considerations of monetary systems in which certain of the metals—principally gold, silver, nickel and copper—have played a large part, we find their use has extended into the arts of ancient and modern times so that it is logical indeed that packaging, or the construction of packages, should include the use of metal foil. The same human emotions that respond to articles delicately wrought of metal are likewise aroused by the use of metal foil in packages, whether in the form of a lining, a cover or in combination with other decorative features.

Besides creating an appeal to the desires in the appearance of a package, metal foil also possesses that desirable quality of protection or preservation which is, of course, one of the primary functions that must be performed by a package.

Then there are other considerations with which the user must concern himself. These have to do largely with handling and application although, generally speaking, it is no more expensive to store and apply metal foil than any other preservative wrapper.

Obviously, in packaging work as in any production operation, there can be no standardized rule regarding materials used or the work to be done that will fit all operations and suit every condition. All factors must be considered before a definite plan of procedure is decided upon. In his article, "Tin Foil in Modern Packaging," Mr. Baker has brought out the salient points on the use of this material in such a way that cannot fail to be helpful to users of packages.

Manufacturing Management as Applied to Packaging—II

Laws Relating to the Important Functions of Package Manufacture, Standardization, Simplification of Product, Responsibility for the Execution of Work, Managerial Efficiency and Task Accomplishment Are Discussed

By FRANK C. CHASE

E. R. Squibb & Sons

A COROLLARY to the Laws of Specializations has been stated by Alford.

LAW OF FUNCTIONAL MANAGEMENT

"The highest managerial efficiency is obtained by functionalizing the duties of executives."

This is, of course, an extension of the first two laws, namely the Law of Division of Work and the Law of Division of Effort or Specialization of the Individual, to the supervision of work. In a large organization this law finds the greatest application. But even with some of such size as to warrant specialization of functions, one finds often an overlapping of responsibility, a variety of supervisory duties extremely unrelated.

To bring this corollary to a definite application in package manufacture we can assume first a fair sized factory. In order to create efficient supervision we might further assume certain functions of definite scope and assign executives who will specialize on these functions. Regardless of the organization structure the important functions of manufacture are as follows:

Receiving

Interdepartmental Transfer

Manufacture (process and practice)

Engineering $\left\{ \begin{array}{l} \text{Power} \\ \text{Maintenance} \\ \text{Design} \end{array} \right.$

Planning

Inspection and Control (raw, in process, finished)

Personnel

Purchase, Distribution, Merchandising, Accounting, Statistical and other functions are of equal importance, but for brevity's sake we will confine the discussion to the functions connected

with turning raw material into finished packages ready for distribution.

An executive responsible for getting materials through the plant can best handle his work if he is not concerned with planning or inspection. His job is to see that material is at a certain point at a certain time in the required amount as planned ahead of time; and to get the finished material out of the way.

An executive responsible for quality cannot properly be responsible for out-

sult from a failure of each functional executive to study his own job and become a specialist at it.

LAW OF STANDARDIZATION

Fixing the types, sizes and characteristics of a product reduces the cost of its manufacture.

Corollary: Interchangeable manufacture reduces manufacturing cost and, all other characteristics being equal, produces a product of maximum serviceability.

Standardization has been the keynote of mass production for many years. Obviously the limitations in applying this law are the sorts of commodities to be marketed. However, in many cases the line of packages may be simplified so as to detract little or none from the merchandising possibilities.

Packages of similar size and shape can sometimes be redesigned so as to make them identical so far as handling by machinery or by hand, leaving color design or contents as the factors of appeal. Thus it is possible to use machinery where the sale on variety of sizes and types taken separately would not warrant the purchase of labor saving devices. Furthermore, where adjustable machinery is already in use, many frequent adjustments are done away with, smoothing out production and increasing average hourly output as it is well known that "single purpose" machines give less trouble.

With such hand operations as hand filling, labelling and wrapping, the muscles accustom themselves to a cycle of therbligs that is more rapidly carried through than if a different cycle is injected from time to time due to change in size, shape, and material worked with.

POOR labeling and wrapping, non-uniform appearance of packages and other detrimental results occur when insufficient attention is paid to the proper correlation of various functions in package making. In this second installment of the series "Manufacturing Management as Applied to Packaging," Mr. Chase continues his discussion of fundamental laws which apply in such work.

put. They are often conflicting in methods of accomplishment. The production man's concern is to get the goods out with the least amount of time for machine and labor. He must, however, be governed by methods which will give the quality insisted upon by the executive responsible for quality. Otherwise in his zeal to produce, quality suffers. Nowhere is this more true than in the production of high class packages. Poor labeling, wrapping, non-uniform appearance re-

Quality improves through the development of a higher degree of skill when few types of packages are handled. A labelling machine will usually do a better job so far as accuracy of registration and appearance are concerned if it is not being continually changed to handle a different package.

LAW OF SIMPLIFICATION OF PRODUCT

Concentrating upon the manufacture of a single or a few types and sizes of products tends to improve the quality and lower the production cost.

This law differs from the Law of Standardization in that it refers merely to a reduction or simplification of the "line" with a corresponding decrease in percentage of the total attention directed to the manufacture and sale of slower selling items, and the purchase of small amounts of raw material.

A still further application is found in the ever increasing tendency for some competing houses to agree on a certain specific group of common products and upon specific types and sizes. The articles may or may not have been "standardized".

LAW OF RESPONSIBILITY AND AUTHORITY

Responsibility for the execution of work must be accompanied by the authority to control and direct the means for doing the work.

This is a simple statement that when an individual is made responsible for the execution of an order he must be given sufficient authority to make proper use of the agencies and devices available for the conduct of the work.

Ordinarily one finds this condition existing in a properly organized packaging plant. Occasionally in the case of service departments where the work to be done is in or for another department insufficient authority, temporary or otherwise, is granted.

For instance, if the engineering or maintenance department is called upon to correct difficulties upon machines operating in producing departments, the maintenance engineer finds himself sometimes without authority to insist upon operating procedure which he knows is essential for the machine to remain in good condition with minimum maintenance.

THE aggressive maintenance engineer will, of course, take the matter to the executives who can direct that his instructions be followed. In fact he must do this for self protection. But this has its disadvantages in that it suggests that he has "trouble" with department heads or that his opinions are not held in very high esteem. Furthermore, it is unnatural to "run" to the man higher up with complaints, and therefore, he is often inclined to make the best of it and let matters go. True, he will be responsible if the machinery costs are out of reason for maintenance, and he would be most unwise to report that he advised something else but that his advice was not taken. The answer would be, (and properly so), "Well, why didn't you report it?"

It is usually preferable to select a maintenance engineer capable of making decisions, giving him authority for issuing instructions to operating executives so far as procedure governing maintenance is concerned and hold him responsible for the success of his ideas.

If the results do not bear him out the answer is replacement by someone who is competent.

LAW OF EXCEPTIONS

"Managerial efficiency is greatly increased by concentrating managerial attention solely upon executive matters which are variations from routine, plan or standard."

This law is a statement of fact which is gaining continually greater recognition. Its acceptance has sounded the death knell of the roll top, pigeon hole executive.

The modern packaging executive is not interested in knowing each day that 15,000 packages were produced, (provided that be the quantity established as reasonable to be expected); instead, he prefers to have the exceptions brought to his attention as they occur. If production falls to 13,000 he takes this exception, analyses it and digs out the reasons from the facts which he can gather.

Nor should we assume that the exceptions which represent only unfavorable conditions are those in which he is interested. If the production for a day reaches, let us say, 17,000, that becomes an exceptional condition for

his attention. It presents a problem for him or for one whom he may assign to determine the factors contributing to this unusual output so that possibly the anticipated average production may be increased.

Naturally the above exceptions are cited as illustrations only of the general meaning of the law. The packaging executive can lay down a group of conditions which should be regarded as worth while for his special attention.

The oft stated objection to the law, namely; that an executive gradually becomes too far removed from the operating details of his plant to be of assistance when exceptions arise, can perhaps be disposed of by stating that an adequate system of records and reports keeps him in close touch with departmental matters.

COST reports, profit and loss statements, repair and maintenance charges coming in at regular intervals tell him whether or not packaging lines are operating efficiently, schedules being met, spoilage on machinery kept at a minimum and packaging personnel stabilized.

Even in the cost reports an application of the exception principle is often found when we find systems employing "standard" and "actual" costs. A factor of over "1.00" in comparing actual with standard represents an exception for the operating executive.

LAWS OF THE TASK AND WAGE INCENTIVE

"I. The average worker accomplishes the most when assigned a definite amount of work to be done in a given time."

II. An adequate wage incentive for the accomplishment of a definite task influences a workman to maintain his maximum output."

In the first law we have an assumption that the reasonable rate of output is known. It is obvious that if an individual is merely put at work and does not know either what he or she should be able to turn out, the tendency is at the most to do not more than to keep occupied, with the average worker. On the other hand if told that the hourly output must be so many packages to be satisfactory, the worker

will reach it, that is, if interested in the job.

The law can be extended to group work and packaging lines. While one operator, or one machine may hold up temporarily the output of the package assembly line, it actually works out that the trouble is easily located since the other operators, either hand or machine, keep zealously up with their work in order to make more obvious the location of trouble.

Nor is this done through fear as a rule, but rather through the very human desire to justify one's own position under conditions of surveillance.

The second of these two laws in its application augments the efficiency created by the application of the first. A definite output per day for a definite wage can be maintained within reasonable close limits in package manufacture. If, however, the maximum be desired some incentive should invariably be used. Either a bonus or piece rate system, or periodic bonuses for exceptional weekly or monthly outputs.

ONE may argue that the ambitious worker will do his or her very best on a fair straight daily or hourly wage basis. This is true, perhaps, but there are two factors to be considered. First, one cannot always get "ambitious" folks for every job in the plant. Secondly, an ambitious individual, either worker or leader, is most likely to be stimulated by the knowledge that the greater his effort with proportional results, the greater the reward.

The law simply makes use of a fundamental of human nature. Recognition where the work permits either a practical bonus or piece work system almost invariably increases output either on hand packaging or machine packaging.

Keller Dorian Company Opens Chicago Office

KELLER-DORIAN Paper Co., Inc., 110 Fifth Ave., New York City announce the opening of an office at 159 North State St., Chicago, Ill. This office will be under the direction of Pierre Thollot and Jean Schmid and is aimed to give Chicago customers greater service.

Now Rugs Are Packaged

By Means of Transparent Wraps Krex Carpet Co. Add Convenience and Display Value to Kleenpack Units — Colors and Texture of Goods Visible

IDEAS are catching in packaging and, one by one, articles which have followed set standards of merchandising for many years are turning to the use of packages and packaging materials as a new means of distribution. One of the recent converts to the packaging idea is the Krex Carpet Co., New York City, who are now using a transparent wrap for their chenille rugs

can count on an elimination of "mark downs" on shop worn goods for this line. In the average department store, such units find new outlets for the rugs may be displayed for sale elsewhere than in the rug department.

As shown in the illustration, a printed label bearing the trade name and that of the company is placed about the rug which is folded to a



A chenille rug displayed in a transparent wrap

for bathrooms, and thus individualizing the unit which is designated as the "Kleenpack".

By means of this transparent cellophane wrapping it has been possible to enhance the display value of the article itself—for color and texture are clearly visible—and at the same time afford protection from soil in handling. Then there are other advantages claimed for this particular style of packaging and these will appeal to retailers and customers alike. Rugs so packed may be displayed on counters and shelves, taking less space and requiring less handling than unwrapped rugs. Every rug is as fresh and clean as when it left the factory—and shows it—so that not only is an excellent impression made upon the prospective customer but the dealer

convenient size and then covered with the transparent wrap. Thus packaged, the rugs attain a prominence that cannot fail to manifest itself in added sales, for not only is the display value greatly enhanced but the practical advantages of such a unit will readily appeal to the discriminating buyer.

Display Shows Packages

A FIVE-PIECE window display of Skrip, the fountain-pen writing fluid which is manufactured by the W. A. Sheaffer Pen Co., Fort Madison, Iowa, is being distributed gratis among the Sheaffer dealers of the country. The display includes small die cut cards to hold actual bottles of Skrip and large cut-out bottle gummed on the face to be placed against the window from the inside.

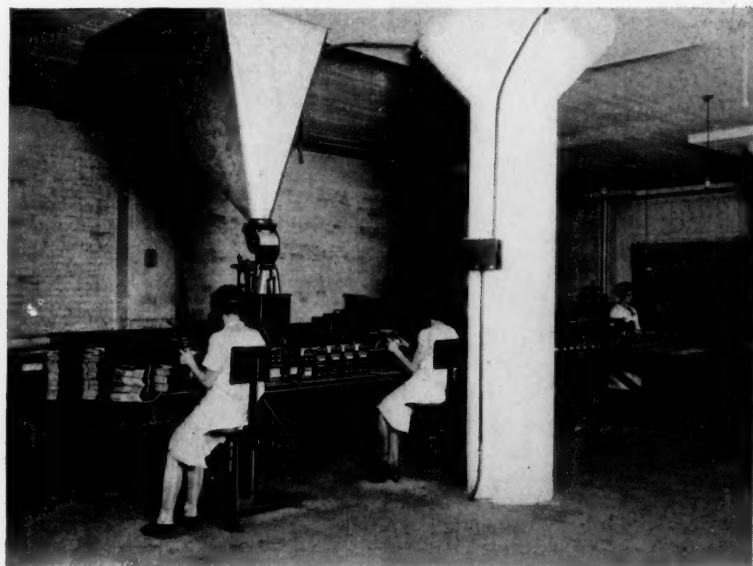
MACHINERY AND EQUIPMENT

High Speed Sealer and Weigher Units

Four complete machines of the type shown in the accompanying illustration are used in the Chicago and New York plants of the Brookman Manufacturing Co., in the packaging of

faithfully delivered. The weighing machine is of an inexpensive gravity type. For products that are difficult to handle, power feed weighers are used.

The machines are manufactured by Triangle Packaging Machinery Co., 416 West Huron St., Chicago, Ill.



High speed sealing and weighing unit at plant of Brookman Mfg. Co.

their Golden Harvest Products — beans, peas, bird seed, grass seed, bird gravel, etc. This machine was tentatively installed to test the advantage of high speed, semi-automatic equipment that was sufficiently flexible, simple and dependable. It has been in operation at the Chicago plant for five years.

As shown, two operators and a packer are all that are required to operate the machine. They produce approximately 10,000 packages per day. A skilled mechanic is not required to service these units. Few or no changes are necessary. The machine is practically fool-proof. The operators easily make all adjustments when changing cartons.

This class SA sealer and weigher has not been over-hauled, or caused any delay in production since its installation. Tight sift-proof sealing and absolutely accurate weights are said to have been continuously and

Filling Machine for Liquids and Semi-Liquids

A SPECIALLY designed filling machine, known as the "Positive," for accurately filling automatically any liquid or semi-liquid that will flow through a 2-in. pipe in any shape and size can from 1-32- gal. to 1-gal., also barrels, 5- and 10-gal. cans, etc., is manufactured by the National Acme Co., East 131st St. and Coit Road, Cleveland, Ohio. The machine operates at four optional speeds to suit the conditions required.

Simplicity and compactness of design permits the operation of the machine from an ordinary electric light socket with the minimum of current. Speeds may be changed, likewise the size of cans in any shape. Self cleaning for change of colors or kind of material is obtained by means of a convenient hose connection which forces any desired cleaning liquid through the machine under pressure. A capacity

adjusting wheel regulates the length of the piston stroke so that accurate measurements may be secured and maintained for any size can. Four speed gears are connected direct to the motor and may be changed from one speed to another.

An interchangeable can plate with the spaces carefully fitted to hold cans of any shape and size from $\frac{1}{3}$ gal. to 1 gal., is supported by the turn-table which is operated by an automatic spacing wheel with a positive intermittent motion free from friction or jolt. The automatic spacing wheel with its time-controlled intermittent motion enables one operator to both fill and close cans of the friction-top or cap-spun types at low or medium speeds, as the closing operation may be readily done on one can, either by



Machine for filling by volume measurement

hand or power equipment, while the machine fills the next one.

The drip catcher automatically revolves between the nozzle and cans while the turn-table is in motion to bring the next can under the nozzle, and is time-controlled to keep the cans clean and drain the "drip".

The patent "telescope" nozzle is the "brains" of the machine, through which the material is discharged from the measuring cylinder on the up-stroke of the piston. The largest diameter of nozzle is furnished, de-

pending upon the sizes of openings in cans to be filled, that will safely enter the cans and minimize the pressure at which material is discharged; after which the nozzle automatically "telescopes" out of the way to permit the drip catcher to operate as explained, and thus even cans with labels on may be filled clean. Extra nozzles of different diameters (interchangeable in a moment or two) may be used to advantage, as the larger the diameter of nozzle the faster the speed. For products that foam, a special length of telescope nozzle is furnished to fill cans from the bottom up.

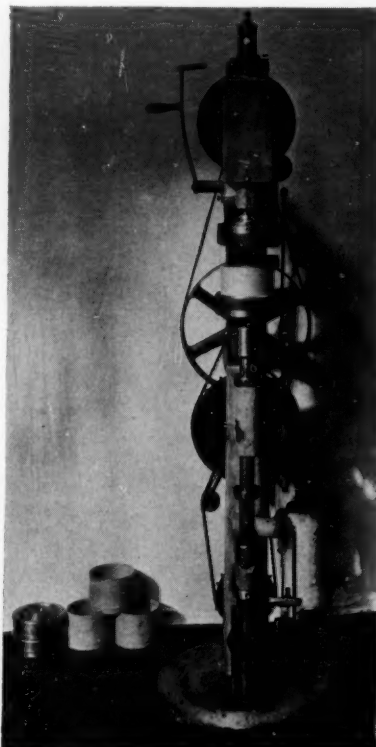
An automatic "counter" indicates the number of gallons at which the electric switch will "throw-out" and stop the machine when filling barrels, 5- and 10-gal. cans, etc., by means of a convenient hose connection to molasses-gate outlet which replaces the nozzle used when filling $\frac{1}{3}$ -gal. to 1-gal. cans on the turn-table.

Automatic Duplex Labeler

A NEW automatic duplex labeler which attaches body, neck and foil in one operation at the rate of 95 bottles per minute on quarts, pints and splits, has been placed on the market by the O. & J. Machine Co., Worcester, Mass. The machine, which is shown in an accompanying illustration, will also attach body and neck labels only at the rate of 120 per minute and is adjustable to any size bottle.

Labels are affixed uniformly and neatly, thus assuring an attractive

package. The machine weighs approximately 3,300 to 5,500 lbs., working parts are made of hardened steel and replacement expense is said to be decidedly low.



Device for necking-in ends of fibre or tin cans

A Necking-In Machine

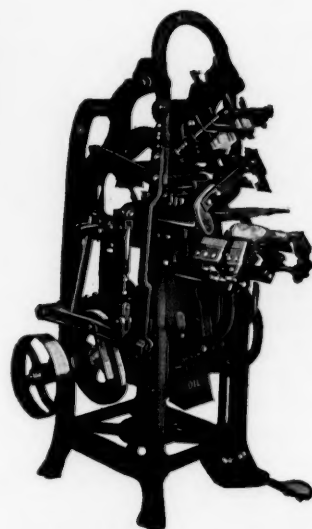
A MACHINE that necks in both ends of a paper can, either spiral wound or convolute, so that the can and cap present a perfect line, is

manufactured by the C. T. Small Mfg. Co., Ferguson and Vernon Aves., St. Louis, Mo., and is shown in an accompanying illustration. Such a treatment prepares the can for a dry label and at the same time improves the appearance of the package besides eliminating the trouble from projecting and ill-fitting caps.

The machine will take a range of sizes from $1\frac{1}{2}$ in. to 6 in. in diameter and from $2\frac{1}{2}$ in. to 12 in. in length. Changes from one size to another can be made in five minutes and the machine operates on either tin or paper cans.

New Motor or Belt-Driven Labeler

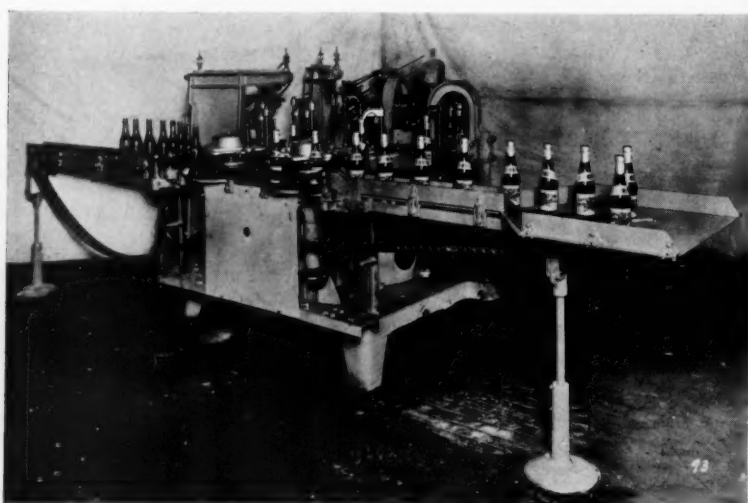
A NEW labeler which can paste either the ends of the label or the entire surface has been placed on the market by the Edward Ermold Co., Hudson, Gansevoort and 13th Sts., New York City. This labeler,



Labeler for constant delivery

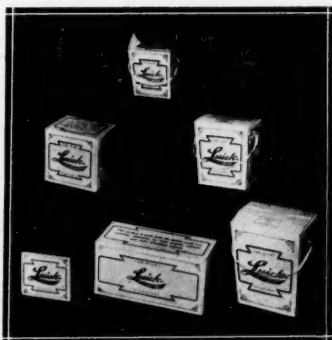
with the proper attachments is able to handle almost every type of container making use of labels from $\frac{5}{8}$ in. to 8 in. in width as well as those from 12 drops to 1 gal. capacity. Window shade rollers, agricultural implement handles, water pails, vichy syphons, spools of thread and candelabra tubes are some of the unusual types of packages now being handled on Ermold machines.

Constant delivery of labels to the pickers, either body only, or body and neck, is said to be guaranteed by an



New automatic duplex labeler adjustable to any size bottle

Old Friends Are Best



The "Family" Idea in Ice Cream Packages.

WHEN you've been away for a long time and then come back to the old familiar haunts, there's a certain peaceful satisfaction in just being back among old friends.

While there's much enjoyment in making new acquaintances, the thrill is scarcely equal to the fun of friendly reunion. "Truly," you'll say, "old friends are best."

There is something of that same feeling when you walk into a store to make a purchase. Whether you want coffee, prunes, or baked beans, chances are 100 to 1 in favor of your accepting the brand you know. Or if some new unfamiliar product is offered, you'll agree to try it much sooner if its "face" has a familiar look.

You can only judge a

Family Resemblance Among Packages Guarantees Identity and Speeds Acceptance

stranger by his looks, but if he looks and acts like someone whom you know is on the square, you will probably accept him at his face value, at least until he fails to measure up.

So it is with a new member of an old and respected family of products—if the family resemblance is obvious, you are likely to accept it on the family reputation. In fact you are even more apt to do this with a product than with a person, because, sad as it may seem, products more often run true to form than do persons. One seldom finds "black sheep" in a family of reputable products.

Whether you are introducing a "new baby" or are laboring under the handicap of disconnected, unrelated line of packaged products, the lesson of continuity and cumulative identity is a strong one.

We have in mind a nationally known organization who recently conducted a house cleaning of their entire line of packages. They had been using an obsolete, disconnected series of packages.

They finally decided to discard the whole lot of meaningless, uninviting package designs, replacing them with an attractive, consistent series. Their packages now have become all of one family. Separate any one of the new designs from its brothers, still the manufacturer and his brand can be easily identified.



A Counter Display that "Plays Up" the Package.

The family idea in packages is illustrated by the Luick Ice Cream Co. and Kingan & Co. examples here shown. All "members" were produced by the Sutherland Paper Company, of Kalamazoo, Michigan.

The display container above represents another Sutherland product. A special department will work with you in producing counter cards, hangers, display containers, etc., to capitalize the sales value of your package.



Note the Strong Family Resemblance of these Kingan Packages.

(Advertisement)



automatic rack bar pawl movement on the label box which is an exclusive feature. The capacity is limited only by the expertness of the operator. Anywhere from 38 to 48 bottles per minute can be readily handled by a single operator.

One, two or three labels at one operation can be applied where all are on the same face of the package. Operating space required is 9 sq. ft. when extended to its greatest operating width. If desired, roller casters can be attached, allowing the machine to be moved from one position to another on the floor. This arrangement is especially desirable and convenient for the motor driven labeler, since any ordinary electric lamp socket will serve as its source for power supply.

A Sanitary Label Paster

THE A. V. Ross Co., 5035 Carthage Ave., Norwood, Ohio, have acquired the patent rights on the "Stickfast" label paster formerly manufactured and sold by Bert Jones,



Sanitary paster for labels

209 S. State St., Chicago, Ill. This device rules the underside of the label or sheet to be applied to a package with heavy parallel lines of mucilage. A turn of the handle, a single pressure



Method of using label paster

of the label to the package and the surface adheres evenly and smoothly. The device, as shown in the accompanying illustration, is made with a heavy cast body, finished in battleship

gray enamel and provided with burnished brass fittings. It is claimed that the "Stickfast" label paster sticks labels faster than the ordinary device used for that purpose; saves mucilage, brushes and the cost of gummed labels; eliminates the use of glue pots and offers a cleaner and more sanitary method of applying adhesive to anything used as a label or sticker. The device is made in three sizes: for labels not to exceed 4 in. wide, 7 in. and 10 in.

A Paper Box for Berries

SEVERAL points of advantage are claimed for the "Beribox", manufactured by the Paper Products Co. of New Jersey, Asbury, Park, N. J. This box, shown in an accompanying illustration, is made of white paper board, thoroughly waxed inside and out and staple stitched. A removable cover which is provided with a cellophane "window" is also obtainable and may be held in place by means of tabs or strips that are drawn through the side apertures of the box.

The "Beribox" presents a clean and attractive appearance—a decided advantage to packers of berries, small fruits and vegetables—and creates an excellent impression with the prospective purchaser. The outside surfaces of the box offer an opportunity for the packer to place thereon his name or trade mark, thus identifying his product. The sizes are exact measure and are made to fit the standard crates. If required, weights or measures may be distinctly marked on the box. Ample ventilation is provided by means of slots on two sides and the bottom; the box is moisture proof and will not absorb or draw the juices from

the berries. Furthermore, the box will hold its contents without spilling and has ample strength to stand rough handling.

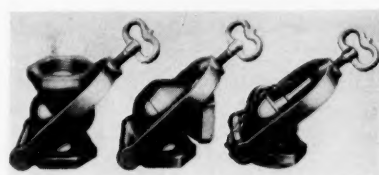
Valves and Couplings for Filling Equipment

THREADLESS couplings for any connections that are broken, such as tank outlets to be coupled by hose



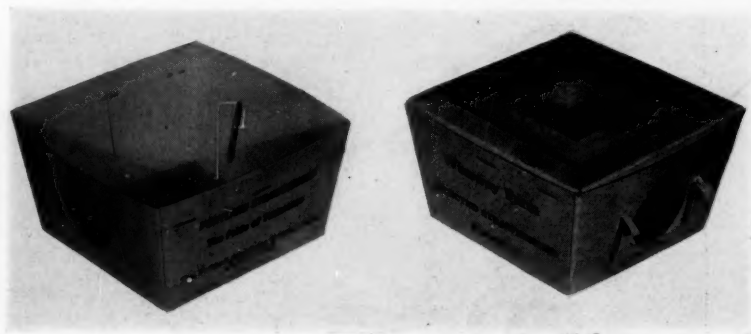
Chokeless valve for liquids

or pipe are provided by the National Acme Co., Cleveland, Ohio, and are known as the "Positive" threadless couplings. Each coupling is interchangeable for either straightway con-



Threadless couplings, showing straight connection, elbow joint and "yoke" end with cover

nection or as an elbow, as shown by an accompanying illustration. These are said to be air tight, quick and easy to use and require no gaskets.



Paper board box for berries, small fruits and vegetables

"For the Package that sells"

THE papers invariably selected by concerns long recognized for the charm and individuality of their packaging are made available from the large stocks carried by the



KELLER-DORIAN PAPER COMPANY, INC.

110 FIFTH AVENUE, NEW YORK

159 North State Street
CHICAGO, ILL.

1265 A Labelle
MONTREAL, CANADA

MOSINEE

The Uniform Kraft Paper



MOSINEE is choice Northern Sulphate Fibre made under a process which guarantees its finish, cleanliness and uniform strength. The Indian Trade Mark on every roll, every bundle stamps it genuine MOSINEE.

MOSINEE is an ideal service paper, and particularly suited for lining corrugated and fibre boxes. Its great strength, minimum weight and uniform qualities make it an outstanding paper for this purpose.

Every sheet, every roll of MOSINEE is fully covered by its guarantee.

*There is no substitute for MOSINEE.
You take no chances.*

Made by

THE MOSINEE PAPER MILLS CO.
Mosinee, Wisconsin

Geo. K. Gibson
Sales Manager

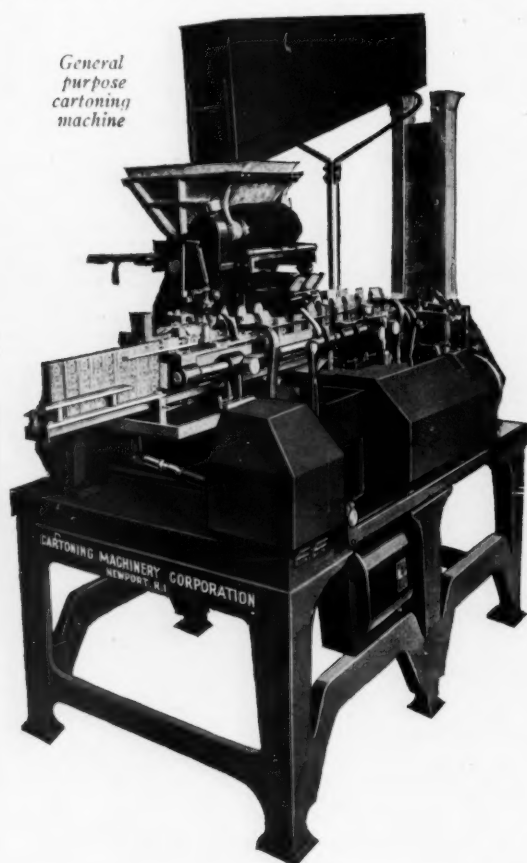
2319 Tribune Tower
Chicago, Illinois



Another device, which also has application in similar work and is made by the same company, is the "Positive" chokeless valve for use with material containing skins and residue, and where a steady flow must be maintained at any desired volume without frequent regulating.

A General Purpose Carton Filling Machine

ONE of the most useful and the nearest to a general purpose carton filling machine yet placed on the market is the type L-86 machine illustrated herewith, and manufactured by the Cartonizing Machinery Corp., Newport, R. I., whose machines are now



General
purpose
cartonizing
machine

standard cartonizing machines for many of the leading manufacturers in the confectionery and drug sundries industries.

This machine opens the cartons from the flat position, tucks the end and fills by weight or measure the accurate amount of product desired and closes the cartons at a speed of 45 to 65 car-

tons per minute, depending upon the consistency of the materials fed into the cartons.

The machine is furnished with a hopper with a graduated measure having a micrometer adjustment that can be operated by a girl to take more or less product as determined by check weighing the cartons. This adjustment can be operated while the machine remains in motion. The hopper can also be provided with a counting plate which gives equally as good results as the graduated measure and can also be as readily adjusted to change the count on the product.

The type L-86 machine is handling peanuts, small hard candies, chocolate dragees of six different types, raisinets, mint centers, almonds, hazel nuts, orange peel, peanuts, licorice lozenges and cough drops. The wide application of this equipment makes it adaptable to the needs of the small manufacturer who cannot afford a machine for every class of goods yet must depend on a carton filling machine to turn out his total production of several products.

By actual figures, it can be shown that a saving of 75 to 80 per cent may be effected in packing costs with one of these machines, and the small amount of floor space (only five by seven feet) utilized enables the manufacturer to

save an additional amount in rental that should not be overlooked when trying to reduce overhead costs.

The machine is simple in design and extremely sturdy in construction. It operates with a $\frac{1}{4}$ -hp. motor, and can readily be tied in with a conveyor system in plants where machines are utilized in performing several steps.

Trade Catalogs

Carton Loading Machines: R. A. Jones & Co., Inc., Cincinnati, Ohio issue a 16-page catalog, "Automatic Soap Presses and Carton Loading Machines." This is illustrated and includes a description of the Jones cartonizing machines suitable for handling soap, sliced bacon, bottles, candles, confectionery, spark plugs, rubber heels, dry batteries, films, fireworks, collapsible tubes, toilet preparations and other articles. Production ranges from 50 to 75 per minute.

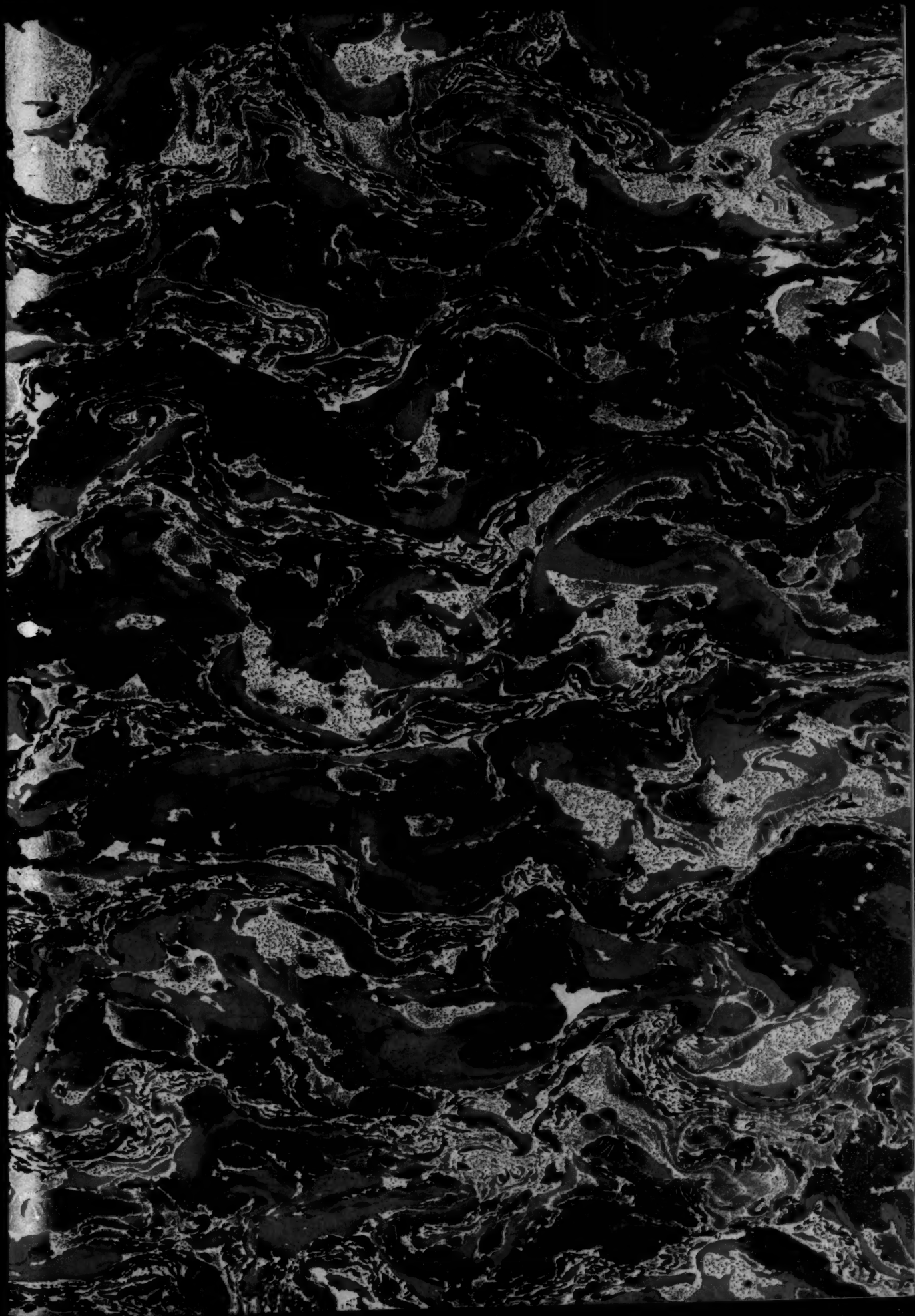
Box Bands: R. R. Heywood Co., Inc., 263 Ninth Ave., New York City have produced a line of box bands for dressing up packages for special occasions. These are lithographed in four and five colors, bordered in gold and in appropriate designs. They are suitable for candy boxes and other containers where special treatment is desired.

Box Papers: Presented in an attractive paper covered box and bound separately in brown art covers, the several numbers of box papers offered by A. M. Collins Mfg. Co., 1518 Walnut St., Philadelphia, for 1928, offer a most attractive selection. The papers shown cover series of Velumet, Oriental (Egyptian design), Pastel (Cretonne design), Metallic (Floral gold design), Crystallin and Nature-tones. Price list is included.

Box Wraps: L. A. Liebs Co., 312 East 23d St., New York City are presenting their Easter series of wraps, box tops and bandvelopes in an attractive folder which includes samples of the various designs offered. In addition to these, other layouts can be supplied and the designs may be printed on glassine or cover papers.

Power Boxers: The Fred H. Knapp Corp., Ridgewood, N. J., issue a leaflet illustrating and describing the Knapp motor driven boxers which have had wide installation among packing plants. These are supplied in single tier and double tier types, are of all-metal, rigid construction and provided with a positive can separating device. They are adaptable to use in combination with Knapp labelers, also made by the same company.

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Fine Papers Make Fine Boxes

only when other materials and workmanship are of a high standard. Modern packaging demands fine boxes in which are co-ordinated the relation of the cover paper in design, color and quality to the size, shape and purpose of the box and contents.

Our business is not merely to sell fine box coverings but to assist in their proper selection.



This insert introduces one of our latest developments which we have named

PAISLEY PAPERS

We will gladly furnish you with a booklet of the complete line which has many surprising effects.



WHITING-PATTERSON CO., INC.

265 Canal Street
NEW YORK

320 North 13th Street
PHILADELPHIA

Represented by

WALTER WILLOUGHBY, INC.
72 New Montgomery St.
SAN FRANCISCO

THE JOHN LESLIE PAPER CO.
301 South Fifth St.
MINNEAPOLIS

SWIGART PAPER CO.
717 South Wells St.
CHICAGO



Glues and Gums for Modern Packaging

Whether your work is done by hand or machine, this organization can always supply you with the right adhesive for your work — and save you money.

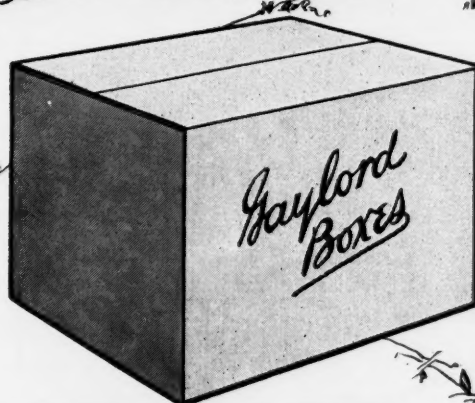
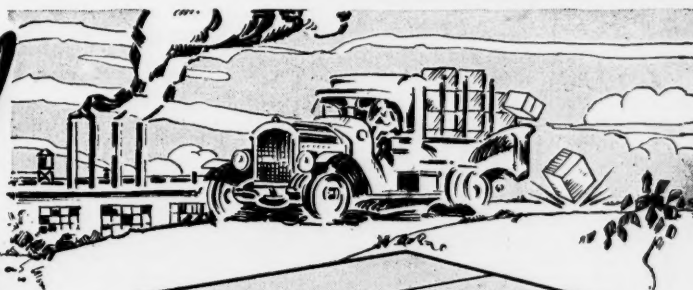
Every Arabol product is backed by a reputation of more than 40 years, and the facilities of the largest adhesive plants in the world.

The Arabol Manufacturing Company

New York:
110 East 42nd St.

Chicago:
(Cicero) Ill.

Demand!
Containers
that are
STRONG
and



R V G G E O

ROBERT GAYLORD, INC.
GENERAL OFFICES SAINT LOUIS

THE TEST OF GOOD WILL



MOST manufacturers appreciate the importance of good will on the part of the dealer and count it one of their greatest assets. But many of them need to consider thoroughly what constitutes good will.

The final test of good will is the saleability of the product — the consumer demand.

The dealer may be willing to concede the high standing and prestige of the manufacturer. He is disposed to estimate all things at full value.

But all this good will cannot help the dealer sell your goods unless the public is disposed to buy them.

The kind of good will that counts most is the good will of the consuming public toward your goods.

If the consumer is demanding your product, the dealer will be glad to sell your merchandise. There is just one way to build up this consumer good will and that is by making the product right and telling the consumer about its merits through *advertising*.

With the consumer demanding your product, its steady sale is certain. Good will becomes a reality only when it extends to the consumer.

For those products in the packaging field such as fancy papers, box covers and wraps, protective papers, etc., which are sold indirectly to the consumer, his preference and his good will can only be obtained through advertising in MODERN PACKAGING. Reaching as it does, thirty industries, its influence is most potent in creating consumer preference, consumer demand and *good will*.

SAFEGUARD YOUR SHIPMENTS

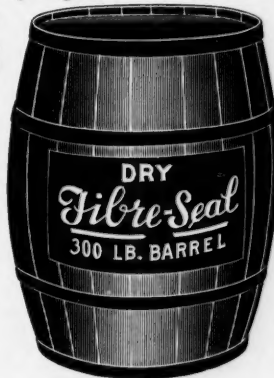
with
Fibre-Seal

A PURE VEGETABLE GLUE

For sealing your fibre or corrugated paper shipping containers use *Fibre-Seal*

Fibre-Seal is manufactured in powdered form, 300 pounds to a barrel, enough to make 125 gallons of liquid glue. *Fibre-Seal*, being purely vegetable, is in no way injurious to the human skin, or to wearing apparel.

This shows a direct saving in freight charges on the same quantity of liquid glue, plus freight on heavy iron drums, as well as freight on return of empty drums.



There is no crystallization. Every drop of *Fibre-Seal* can be used—hence, NO WASTE.

DIRECTIONS ARE SIMPLE

1. Use VERY HOT water.
2. Take 2½ gallons of hot water, at or near boiling point, to which add 6 lbs. (measuring bucketful) of dry *Fibre-Seal* powder.
3. Pour water in mixer first.
4. Add the powder gradually, stirring constantly, usually from five to seven minutes. This will produce a well-bodied, easy-flowing glue with strong adhesive power.
5. Work glue COLD.



Mixer

SPECIAL

With order for first barrel, for your convenience, we furnish, *without charge*, a four-gallon mixer with agitator, and also a measuring bucket, as per picture.

Price, 7c Pound, F. O. B. St. Louis

IT'S EASY TO SEAL WITH FIBRE-SEAL.

CONSUMERS GLUE CO.

ST. LOUIS, MO.



Measuring Bucket



Figure 1
Lift lid and bend on scores inserting tuck back of contents.



Figure 2
Push up rear end of carton from underneath until both scored corners can be folded in under bottom supporting it.

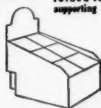


Figure 3
Carton ready for display.
PATENT APPLIED FOR
BY RICHARDSON CO.

A DISPLAY CARTON of the ELEVATING TYPE

The display carton illustrated is a recent development of our SERVICE and DESIGNING DEPARTMENT and is receiving very favorable reception due to its distinctive advantages, which are:

1. Ease of assembly for packing — made in one piece.
2. Simplicity of elevation for display by merchant.
3. The display lid is held in a firm upright position, will not flop or sag.
4. Economical construction.

We will gladly supply samples in your size.

THE RICHARDSON COMPANY
Lockland, Cincinnati, O.
MAKERS OF FOLDING CARTONS



ESTABLISHED 1889

INCORPORATED 1895

DRY AND LIQUID GLUES
for
CARTON SEALING
PACKAGE WRAPPING
CASE SEALING

MORE MIKAH GLUES ARE USED FOR THESE PURPOSES THAN ALL OTHER BRANDS—
BECAUSE THEY WORK BETTER AND PRODUCE MORE

NATIONAL GUM & MICA CO.

*Home Offices — 820 Greenwich St., New York, N. Y.
Factories—Dunellen, N. J.—Chicago, Ill.—Boston, Mass.—Toronto, Can.
Warehouses and Offices in all principal cities.*

WEIGHS AUTOMATICALLY

Gives a Printed Record of the Weight

This device, the "Weightoprint," will give you automatically a *printed* record of the weight of any part or container as it passes over the scale on a conveyor. It prints the weight on tape, stickers, boxes, labels, tickets—in single or duplicate.

Eliminates Possibility of Errors

All possibility of errors is eliminated for the "Weightoprint" is automatic. There is no guesswork, no careless readings, no forgetting. You get your report of the weight of each part or lot in individual weights with sub-totals, and grand totals. The record is indisputable.

The "Weightoprint" comes in capacities of from three grains to one hundred tons. Can be installed on any conveying system.

Send for Details

Write us today for particulars of this weighing device. See what a remarkable time-saver it is. Stop your weighing losses. Eliminate errors. The "Weightoprint" will do it. Get complete information now. No obligations.

MERRICK SCALE MFG. CO.

182 Autumn St.

Passaic, New Jersey



Your Lithographed Labels, Cartons, Metal Packages, Rider Tickets and Bands

Will they FIRE
DESIRE
on SIGHT!



Your products should fire a desire to be purchased.

They should "leap" from the hotbed of competition—the dealer's shelf, counter, or window—where they are displayed alongside of competing products.

That's why advertisers specify "Lithography" for this and for other kinds of advertising which must attract—direct mail, store displays, stationery and billing forms, posters, blotters, greeting or post cards, and photo-lith.

Lithography

Advertising that follows through to sales



Lithography



Your letter, folder, greeting or post card
in the home

Your outdoor advertising
on the way

Your window display
at the dealer's

Your inside store display
at the point of sale

Your label or carton—
the actual sale

Advertising

*that follows
through
to*

SALES

Make it a practice to call freely upon your lithographer for advice. A competent representative will gladly discuss with you any problems you may have.

Committee for Advertising Lithography

104 FIFTH AVENUE, NEW YORK CITY

TIN FOIL *for Beauty and Utility*

MIDLAND FOIL

makes beautiful packages and is a highly protective wrapper for

CHEESE CHEWING GUM
CIGARETTES
CANDY CIGARS
FOOD PRODUCTS

An aristocratic decoration for

GINGER ALE GRAPE JUICE
OTHER BEVERAGES

MIDLAND METAL COMPANY

1249-1283 So. Campbell Ave.
CHICAGO, ILL.



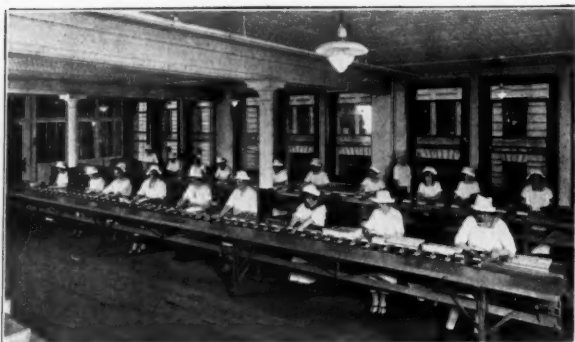
Genuine Vegetable Parchment and Waxed Papers

for wrapping foods and the lining of food packages and cartons are in such general use today that argument in their favor is superlative.

CAUTION

Merely be sure that you use *Genuine Vegetable Parchment* and there is a way for you to be sure. Our research and testing departments are at your service and at no expense to you.

Kalamazoo Vegetable Parchment Company
Kalamazoo, Michigan, U. S. A.



Belt Packaging Tables

Inspecting, polishing, wrapping, cartoning!

What are your costs for these operations?

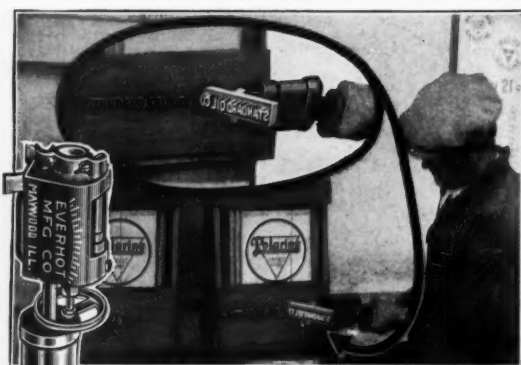
Give the girls doing this a chance to work with greatest facility—and watch production costs go down.

Let them work at belt packaging tables where the work is brought to them and taken out of their way—where they can perform their operations easily and quickly. Congestion, delays, confusion and unnecessary costly handling are avoided.

Let us show you what we have done in other plants.

Write for catalog "C".

The Karl Kiefer Machine Co.
Cincinnati, O.



Thousands of Dollars Worth of Advertising **FREE**

Many manufacturers are securing thousands of dollars worth of publicity free every year by using EVERHOT Branding Outfits.

You can profit through this method, too, by branding your name, your product on every shipping case and carton.

EVERHOT outfits cost little and work fast.

Write for full information —

EVERHOT
America's Brand Makers
EVERHOT
MANUFACTURING CO. MAYWOOD, ILLINOIS

621 S. TENTH AVE.

Sealing and Labeling GLUES

for
all types of
machine and hand work

Prices and Samples gladly furnished

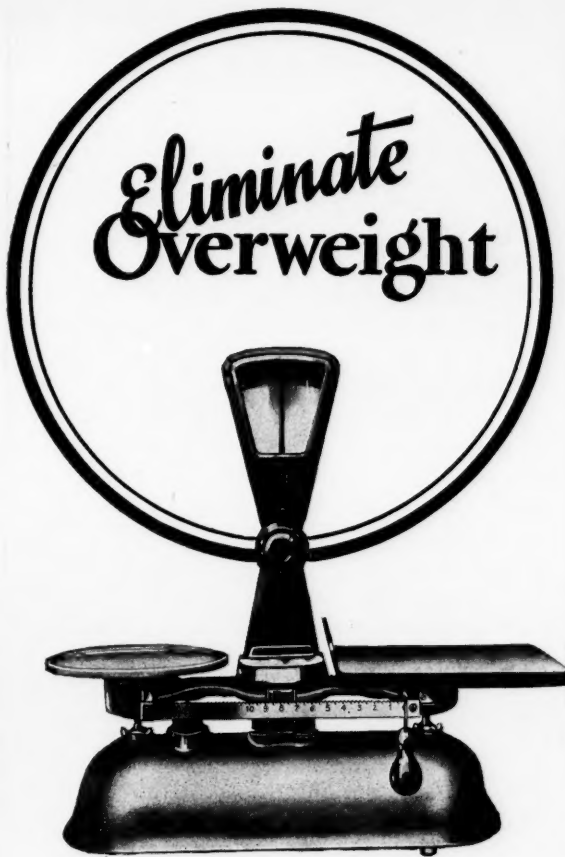


The F. G. FINDLEY CO.

Adhesive Manufacturers

MILWAUKEE

WISCONSIN



Stop the "Penny" Losses

It costs you money to GIVE away merchandise. . . . Yet if you are using ordinary weighing equipment that is what you are doing every day you are in business. Fractional ounce variations in your packaged goods means a tremendous LOSS of profit when figured over your annual output.

"EXACT WEIGHT" SCALES eliminate overweight errors by making overweight VISIBLE. . . . and inexcusable. Magnified dial indication makes fractional ounce errors look like pounds.

Write today for our list of nationally known food packers that have demonstrated the fact that "EXACT WEIGHT" SCALES pay for themselves over and over in time and product saved.

SMITH SCALE CO.

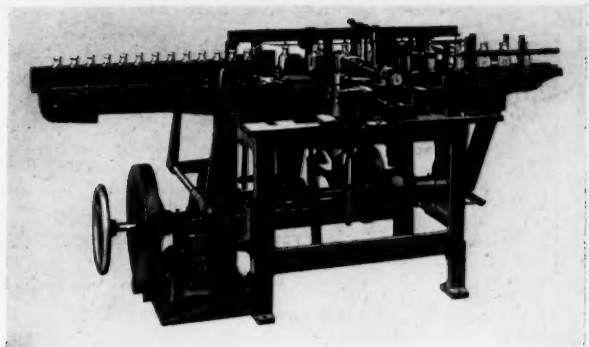
1302 Spring St.

Toronto

Columbus, Ohio

Montreal

**"EXACT
WEIGHT"
SCALES**



WEEKS AUTOMATIC LABELERS

SINGLE and DOUBLE
for Oval, Round or Square
Bottles, Cartons
or Cans

SINGLE LABELERS

Apply Spot labels and
Labels on three sides.

DOUBLE LABELERS

Apply front and back
labels simultaneously and
two labels on four sides
of containers.

WEEKS LABELERS are essential for straight line production. They supply the missing link in Filling—Screw Capping; Labeling—Cartoning Operations. One WEEK'S Unit will replace two to five semi-automatic hand fed labelers.

UNEQUALLED for accurate registration and clean application of labels.

SPEED — 40 - 120 CONTAINERS
per minute

INSPECTION AFTER LABELING
UNNECESSARY

**McDonald Eng.
Corp. Inc.**

220 Varet St.

Brooklyn, N. Y.



5 times as fast /
eliminates brushes,
saves two thirds of
the mucilage...

**MADE IN
THREE SIZES**

No. 5 STIKFAST—for labels
up to 3"x4".....\$15.00
No. 9 STIKFAST—for labels
up to 6"x6 1/2".....\$30.00
No. 12 STIKFAST—for jumbo-
size labels.....\$25.00
Each STIKFAST is made of
brass and cast iron baked
enamel. Will last a life time.

STIKFAST the sanitary label paster
that speeds up deliveries



A TURN of the handle, a single pressure of the label to your package, and the whole surface adheres evenly and securely. By ruling the underside of the label with heavy parallel lines of mucilage, STIKFAST permits the exclusive use of inexpensive, ungummed labels. No smearing of wrappers to cause the packages to stick together. The labels never

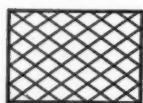
pull off, warp or blister.

Absolutely guaranteed, STIKFAST has proved its value through years of continuous service. Marshall Field & Company operate 700 STIKFASTS; Boston Store, Chicago, 102 STIKFASTS; Carson Pirie Scott, Chicago, 250 STIKFASTS; Lancaster Seed Company, Pennsylvania, 14 STIKFASTS; hundreds of others just as prominent also using from 1 to 100 STIKFASTS each.

With the STIKFAST an average girl can label from 1,500 to 3,000 packages a day, easily!

Each STIKFAST can be used for any size label from a postage stamp to its capacity. We send 1 lb. dry mucilage and 1 pt. liquid mucilage **FREE** with each STIKFAST. A pound of this dry mucilage will absorb 1 1/2 pts. of water, making half a gallon of mucilage for 15c, if bought in 80-lb. bags. Prices: 5-lb. bags—\$1.25; 10-lb. bags—\$2.30; 25-lb. bags—\$4.75; 50-lb. bags—\$8.50; 80-lb. bags—\$12.00.

Don't wait. This proposition is vital to your business progress. It will save time, labor, labels, mucilage, confusion—and you get it on free trial. **ORDER AT ONCE!**



This is the way the back of your labels look after being run through the STIKFAST. Note the lines of mucilage.

send no money..

try it free /

mail this coupon now!

THE A. V. ROSS COMPANY, 5033 Carthage Avenue, Norwood, Ohio.

Send me on **FREE TRIAL** one STIKFAST Label Paster and 1 lb. dry mucilage. I enclose one of our largest size labels. (WE CANNOT ACCEPT TRIAL ORDERS WITHOUT YOUR LABEL) I will try STIKFAST 5 days and if not satisfactory will return it, without further obligation, by prepaid express.

Name.....

Address.....

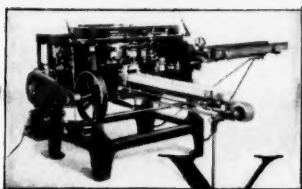
City.....

State.....

This trial offer only for United States on account of Customs regulations.

Index of Advertisers

	PAGE
American Can Co.	5
American Machine & Foundry Co.	16
Arabol Mfg. Co., The	45
Beekman Paper & Card Co., Inc.	Insert 8-9
Burt Machine Co.	4
Cartoning Machinery Co.	10
Committee for Advertising Lithography	Insert 48-49
Consolidated Paper Co.	Insert 4-5
Consumers Glue Co.	47
Cundall, Powell & Mosher, Inc.	1
De Jonge Co., Louis.	Insert 12-13
Du Pont Cellophane Co., Inc.	19
Everhot Mfg. Co.	50
J. L. Ferguson Co.	20
Findley Co., The F. G.	50
Fort Orange Paper Co.	Inside Front Cover
Gair Co., Robert	Insert 26-27
Gaylord, Inc., Robert	45
Heywood, R. R.	Insert 14-15
Interstate Corrugated Box Co., Inc.	14
Johnson Automatic Sealer Co., Ltd.	18
Jones & Co., R. A.	15
Kalamazoo Vegetable Parchment Co.	49
Keller-Dorian Paper Co., Inc.	43
Kiefer Machine Co., The Karl	50
Kimberly-Clark Co.	7
Liebs Co., L. A.	6
McDonald Engineering Corp., Inc.	51
Merrick Scale Mfg. Co.	48
Midland Metal Co.	49
Mosinee Paper Mills Co., The	43
Munro & Harford Co.	Back Cover
National Gum & Mica Co.	48
National Packaging Machinery Co.	3
Newark Paraffine & Parchment Paper Co.	11
Package Machinery Co.	Inside Back Cover
Peters Machinery Co.	17
Pinco Papers, Inc.	Insert 16-17
Pneumatic Scale Corp., Ltd.	13
Richardson Co., The	47
Ross Co., The A. V.	52
Smith Lewis Fibre Can Corp.	9
Smith Scale Co.	51
Standard Sealing Equipment Corp.	12
Stokes & Smith Co.	8
Sutherland Paper Co.	41
Warren Mfg. Co.	Insert 4-5
Whiting Patterson Co.	Insert 44-45
Wood, Nathan & Virkus.	Insert 6-7



You can now wrap your product in Cellophane *by machine*

IF you want to lift your product out of the commonplace, wrap it in Cellophane. No other type of wrapping gives a package such an air of quality.

Merchants find that a package wrapped in Cellophane is an ideal display unit—that its sparkling surface and perfect transparency attract the eye and create a buying impulse. Naturally, they give the package wrapped in this manner preferred position on counters and shelves.

Dealers also welcome this improvement because Cellophane keeps the goods free from shop-wear—handling cannot soil the package. The dealer knows that products wrapped in Cellophane will always be saleable—that he will have no marked-down losses due to shop-worn packages.

Being as transparent as glass, Cellophane permits perfect display of the package design—in fact, it actually

intensifies colors, just as a sparkling coat of varnish does to a painted surface.

Many manufacturers adopted Cellophane, even when it was necessary to wrap it by hand. Now, thanks to the lower costs made possible by machine wrapping, Cellophane is made available to many other products—coffee, spices, soaps, toilet goods, tooth brushes, razor blade packages, cigars, cigarettes, dried fruits, patent medicines, etc.

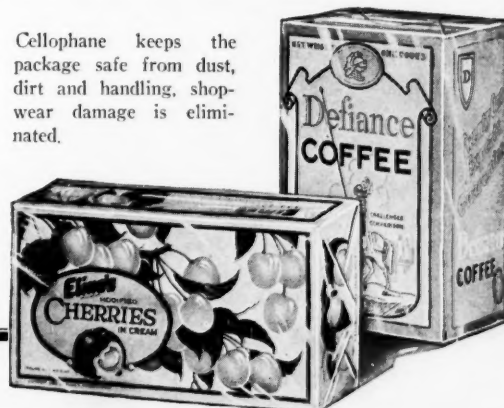
Send us your package—we will wrap it in Cellophane and return it to you with complete information.

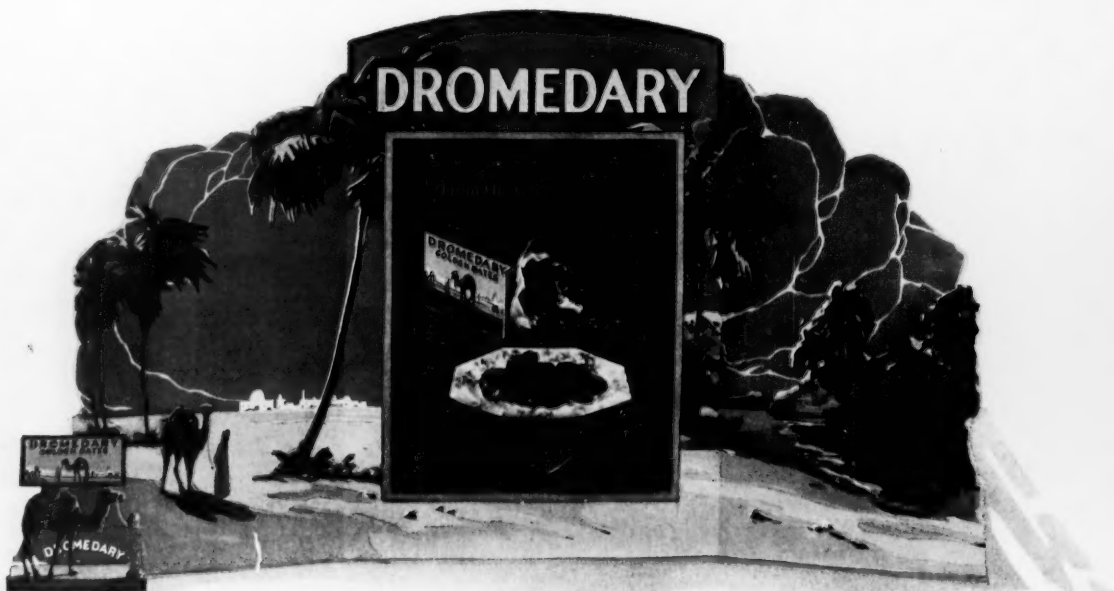
PACKAGE MACHINERY CO.

Springfield, Massachusetts

NEW YORK: 30 Church St. CHICAGO: 111 W. Washington St.

Cellophane keeps the package safe from dust, dirt and handling, shop-wear damage is eliminated.

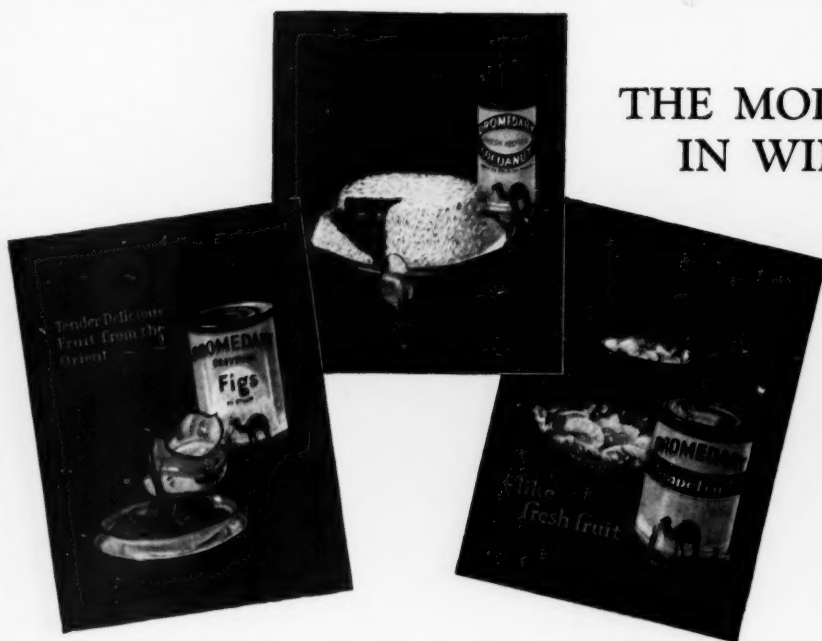




THE MODERN PACKAGE IN WINDOW DISPLAY ADVERTISING



Knowing what to do and how best to do it in the most effective and economical way is the reason for our well-earned reputation as creators and producers of window and store displays.



COLOR IN  ADVERTISING

REG. U. S. PAT. OFF.

The Munro & Harford Company

OFFSET LITHOGRAPHY AND COLOR PRINTING

MASTER PRINTERS BUILDING

TENTH AVENUE AT 34th ST.

NEW YORK

Members of the Window Display Advertising Association

